

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Public Relations and Advertising (*PRA)

Bulletin Year : 2016

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
PRA Minor Core Course (#R-PRA-CORE-001)				
	PRAD2005	Introduction to Public Relations and Advertising	3.00	C
PRA Minor Elective Courses (#R-PRA-ELECT-001)				
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD3017	Digital Public Relations	3.00	E
	PRAD3026	Mobile and Social Network Communication	3.00	E
	PRAD3046	Audience Measurement and Engagement	3.00	E
	PRAD3047	Corporate Social Responsibilities and Stakeholder Engagement	3.00	E
	PRAD3055	Special Topics in Public Relations and Advertising	3.00	E
	PRAD4016	Strategic Issues and Crisis Management	3.00	E
	PRAD4025	Branding and Communication	3.00	E
	PRAD4036	Social Communication and Advertising	3.00	E

- Remarks:
1. Students have to take PRAD2005.
 2. Students are required to take 4 courses from #R-PRA-ELECT-001.
 3. To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

* 4-Year Curriculum