

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Communication (*COMM)

Bulletin Year : 2016

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
COMM Minor Required Courses (#R-COMM-CORE-001)				
	ORGC2016	Culture, Society and the Media	3.00	C
	PRAD2017	Introduction to Communication: A PRA and ORGC Perspective	3.00	C
COMM Minor Elective Courses I ** (#R-COMM-ELECT-001)				
	FILM2005	Film History	3.00	E
	FILM2035	Fundamentals of Computer Graphics	3.00	E
	JOUR2077	Introduction to Chinese News Reporting and Writing	3.00	E
	JOUR2085	Introduction to English News Reporting and Writing	3.00	E
	PRAD2005	Introduction to Public Relations and Advertising	3.00	E
COMM Minor Elective Courses II (#R-COMM-ELECT-002)				
	FILM3065	Creative Media and Art Direction	3.00	E
	FILM3067	Creative Media Management	3.00	E
	JOUR3115	Media Management	3.00	E
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD3036	Strategic Issues and Reputation Management	3.00	E

- Remarks:
1. Students have to take ORGC2016 and PRAD2017.
 2. Students are required to take at least one course from #R-COMM-ELECT-001 and #R-COMM-ELECT-002 respectively.
 3. ** Students can only choose either JOUR2077 or JOUR2085 as an elective course under the Communication Minor Programme.
 4. FILM3065 will not be offered from academic year 2016-17.
 5. 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