

Hong Kong Baptist University  
Curriculum for Minor Programmes

Minor Programme : Communication (\*COMM)

Bulletin Year : 2017

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
<b>COMM Minor Required Courses (#R-COMM-CORE-001)</b>				
	COMM1015	Introduction to Media and Communication	3.00	C
	COMM2015	Media, Culture and Society	3.00	C
<b>COMM Minor Elective Courses I ** (#R-COMM-ELECT-001)</b>				
	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
<b>COMM Minor Elective Courses II (#R-COMM-ELECT-002)</b>				
	FILM3067	Creative Media Management	3.00	E
	JOUR3115	Media Management	3.00	E
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD4016	Strategic Issues and Crisis Management	3.00	E

- Remarks:
1. Students have to take COMM1015 and COMM2015
  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 Minor Programme in Communication.
  4. 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