

limiting marketing to children/youth. The course will begin with the cognitive and affective responses toward commercial communication, as well as development of the understanding of brands among young consumers. Parental and peer influence and the application of integrated marketing communication will be explored. Ethical issues involved in marketing and advertising to young consumers will be discussed. The course will conclude by examining issues related with undesirable consequences of advertising to young consumers, such as gender stereotyping and materialism.

COMM 7580 Social Media Marketing (3,3,0)

The advent of social media and mobile media devices, such as smartphones and tablet, is rapidly changing human interaction, including business models. Millions of people worldwide are living much of their lives on SNS, such as Facebook, Twitter, Blog, YouTube and LinkedIn in the United States, and Renren, Weibo in China. Global Internet users spent more than one fifth of online time on social network sites or blogs. The trend exemplifies that human interaction, including business environment, has being deeply transformed by social media.

COMM 7710 Independent Readings in Communication (3,*,*)

Readings are especially designed by the instructor for and tailored to the student to broaden intellectual perspective and to provide indepth understanding of specific research areas.

COMM 7720 Proseminar in Communication (1,1,0)

This course is an overview of communication studies and in areas intends to build on a basic foundation. It will take students further into the field to develop an appreciation of contributions of parallel domains in the social sciences and humanities and connection to them. Students will be trained to think critically about the issues across areas, seek inspiration in previously unfamiliar areas, and reflect on their own research.

COMM 7730 Academic Research Taskforce (3,3,0)

Prerequisite: COMM 7740 Research Methods in Communication

The aim of this course is for research postgraduate students to master hands-on academic research skills through practice and experiential learning under the direction of faculty members. Students will carry out primary research to become familiar with step-by-step execution of specific research method(s), along with necessary fine-tuning of the operational details in one or more quantitative and qualitative research methods.

COMM 7740 Research Methods in Communication (3,3,0)

The course covers the conceptual process and operational procedure in research including conceptualization and study design, operationalization and instrumentation, data collection and data analysis, as well as interpretation of findings and writing the report. Related topics on validity, reliability, and ethical issues in conducting research on humans are integral part of the content.

COMP 1000 Supplementary Computer Programming Laboratory (0,1,3) (E)

This course introduces basic operating system commands and problem solving skills, and provides students with fundamental structured programming practices.

COMP 1005 Essence of Computing (3,2,2) (E)

This course provides students with an overview of Information & Communication Technologies, together with basic knowledge of computer-oriented problem solving methodologies, algorithm development, programming concepts and design techniques.

COMP 1006 Facets of Computing (1,1,0.5) (E)

This course provides students with an overview of core areas in computing, an appreciation of their potentials and limitations, and a glimpse of the career path of IT professionals.

COMP 1020 Introduction to Information Systems (1,1,0) (E)

This course provides students an overview of the IS programme, the different involved specialties in the computer science and information systems fields in the business domain, and a glimpse of the career path of IS professionals.

COMP 1150 Object-Oriented Programming (3,3,2) (E)

Prerequisite: COMP 1170 Introduction to Structured Programming or COMP 1180 Structured Programming

This course introduces the object-oriented programming concepts, principles, and techniques, including classes, objects, inheritance, and polymorphism. All these concepts are illustrated via a contemporary object-oriented programming language.

COMP 1160 Database Management (3,2,1) (E)

This course introduces how to represent the data in a database for a given application and how to manage and use a database management system. Topics include: conceptual modelling of a database, relational data model, relational algebra, database language SQL and relation database design. In addition, hands-on DBMS experience is included. Students who have received credits for COMP 1160 are not allowed to take I.T. 1530, or vice versa.

COMP 1170 Introduction to Structured Programming (3,2,1) (E)

This course introduces a methodical approach to programme development, starting from problem formulation and specification, through design of the solution, implementation, and documentation, to evaluation of the solution. The course matter is taught through a high-level structured programming language. This course is not available to Computing Studies, Computer Science and Physics majors with Computer Science concentration.

COMP 1180 Structured Programming (3,3,2) (E)

This course provides students with basic knowledge of computer-oriented problem solving methodologies, algorithm development, structured programming concepts and design techniques, and implementation tools that facilitate debugging and testing. In particular, structured programming skills will be illustrated with a contemporary programming language. This course is open to Computer Science majors, Computing Studies majors, and Physics majors with Computer Science concentration only.

COMP 1210 Data Structures and Algorithms (3,2,1) (E)

Prerequisite: COMP 1170 Introduction to Structured Programming or COMP 1180 Structured Programming

This course develops students' knowledge in data structures and the associated algorithms. It introduces the concepts and techniques of structuring and operating on Abstract Data Types in problem solving. Common sorting, searching and graph algorithms will be discussed, and the complexity and comparisons among these various techniques will be studied.

COMP 1320 Computer Organization (3,3,0) (E)

This course introduces the organization of digital computers, the different components and their basic principles and operations.

COMP 1600 Software Development Workshop I (0,2,2)

Prerequisite: COMP 1180 Structured Programming

This workshop introduces the basic concepts in network and server administration, web server programming and multimedia. Practical hands-on experience on server administration, web programming and multimedia tools will be emphasized.

COMP 1610 Interactive Computing for Visual Communication (3,3,0) (E)

Media convergence has transformed the computational machine into an unprecedented rich multimedia communication medium with ubiquitous connectively and interactive capability. This