ICMT   3005   Advertising Media Planning   (3,*,*) (E)
This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICMT   3007   Communication Theory   (3,*,*) (E)
A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

ICMT   3015   Creative Advertising Copywriting   (3,*,*) (C)
This course deals with the concepts and techniques of advertising copywriting by intoducing the importance for advertising copy. By establishing a basic understanding of advertising approach, starting from a brief to an advertising campaign, conceptual thinking and practical works will be demonstrated simultaneously.

**ICMT   3017   Introduction to Public Relations   (3,*,*) (E)
                 and Advertising**
The course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, intgrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICMT   3025   Graphics and Print Production   (3,*,*) (E)
Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in the digital space and the output of images and integrated designs to the printed page. This course will empower students to become effective communicators using an array of graphics and print technologies.

ICMT   3027   Marketing Principles   (3,*,*) (E)
This course introduces students to the principles of marketing in the global economy. There is a strong emphasis on how organizations create customer value through marketing strategy planning. Students will be able to learn buyer behaviour, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

ICMT   3035   Organizational Communication   (3,*,*) (E)
This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ICMT   3045   Research Methods   (3,*,*) (E)
The students will learn basic concepts of research and research methodologies as applied in communication.

ICMT   3105   Business Communication   (3,3,0) (E)
This course offers language improvement and writing practice designed to develop the professional-level writing skills needed in a professional business environment. This course is designed to give students a comprehensive view of communication, its scope and importance in business settings. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct writing style to modern business communication.

**ICMT   3115   Interactive Advertising   (3,2,1) (E)
                 Management**
This course will present fundamental concepts and principles of Interactive Advertising Management. Beginning with an introduction to existing interactive advertising tools the course will then focus on practical application to specified communication problems. Students will acquire useful techniques in managing and selecting media and non media based interactive advertising tools over the course of the marketing communication planning process.

ICMT   3125   Media Business Environment   (3,2,1) (E)
This course intends to address basic issues of the contemporary media business environment from the economic, political, and organizational perspectives. Cases and strategies related to the performance of the media industry in global and local environments will be discussed.

ICMT   3135   Consumer Behaviour   (3,*,*) (E)
This course studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. The effect of consumer activism on company's communication strategies will also be examined.

ICMT   3145   Digital Communication   (3,*,*) (E)
This course aims at giving students an overview of the process of digital communication, and how digital media are used in various media industries. It will first introduce the nature and characteristics of digital media, and their relations to the changing nature and media activity of audience. The course will then focus on how digital media are used in various media industries including journalism, public relations and advertising. At the end, students will gain hands-on skills in producing works in digital communication.

ICMT   3155   Fashion Communication   (3,*,*) (E)
This course adopts an interdisciplinary approach to investigate fashion communication as a specialized topic of communication studies. The notion of fashion will be assessed from different dimensions—textual, visual, physical, psychological and spatial; its intricate relations to art, culture, history, philosophy, media, marketing, democracy, discrimination and exploitation will be addressed. Meanwhile, the means of communication adopted by the international fashion conglomerates to market fashion, inclusive of fashion shows, journalism and advertising in the Asian context, will also be examined.

ICMT   3165   Journalism and Society   (3,*,*) (C)
This course explores both the practical and theoretical dimensions of journalism. It will start with a discussion of news patterns and major problems in local journalism. The course will then introduce various perspectives in understanding the journalistic practice in Hong Kong and elsewhere. Journalism will be presented as both a social process and a profession. Students may expect to learn the intellectual foundations of both the professional duty of a journalist and the role of journalism in society.

ICMT   3175   Journalism Theory   (3,*,*) (E)
This course walks students through a number of most influential theories of journalism regarding the performance, role, function and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China region. We