

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 introducing 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 and Advertising (3,*,*) (E)

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, integrated 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 Management (3,2,1) (E)

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

have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institutions; (2) to give students an ability to critically evaluate the interplay between journalism and the larger socio-political environment; and (3) to enhance students' knowledge about the production, content, meaning and impact of news.

ICMT 3185 Television and Hong Kong Society (3,*,*) (C)

This course focuses on the study of Hong Kong television and social change, the role of TV in the formation and maintenance of Hong Kong cultural identities, and its impact on other media and on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

ICMT 3195 Understanding Theatre Arts (3,*,*) (E)

In this course, students will learn to understand and appreciate different performing arts genres including dance, drama, stand-up comedy, music and musical. Emphasis will be placed on the aesthetic principles of the modern society. Students will learn how to appreciate a performance and will have to attend live shows/concerts for cultural experience and journal-keeping.

ICMT 3205 Visual Communication in Multimedia (3,*,*) (E)

The course aims at developing students' aesthetic sense and creativity on visual communication. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. desktop publishing, video production and editing, and multimedia design). Through hands-on practices, students will be capable to visualize their ideas effectively in the media world.

ICMT 3215 Special Topics in Communication (3,*,*) (E)

This course provides detailed and intensive study of special topics of importance in communication. Depending on the expertise of the teaching faculty, one or more special topics in the section of Course Content will be covered. New special topics can be added.

ICMT 4005 Advertising and Society (3,*,*) (E)

This course provides an in-depth examination of advertising as a form of social communication in contemporary society. Stressed are the meanings and functions of advertising in modern culture and advertising's psychological, ideological and sociological implications. Relevant ethical dimension and responsibilities are considered.

ICMT 4015 Communication in Professional Practice (3,3,0) (E)

This course is designed to provide views on current professional practice in the advertising and PR fields. Students will learn how to develop generic skills and competencies necessary for the industry and managing projects, time and client requirements.

ICMT 4025 Crisis Communication (3,*,*) (E)

This course investigates the concepts of crisis management, the relationship between public relations and the handling of crises, and the theories and techniques of planning for crisis communications for an organization. The course will concentrate on not only what an organization should do during a crisis, but also on what strategic public relations can do to prevent a crisis from happening. Relevant concepts in strategic public relations management and crisis communication will be investigated to reach that end.

ICMT 4035 Event Management (3,*,*) (C)

This course introduces students to the principles and practice of event management. Students will explore the management and planning of a variety of special events, festivals, celebrations and

fund-raising programmes and analyse the key processes involved in staging a successful event.

ICMT 4045 Integrated Marketing Communication Campaign (3,*,*) (E)

The purpose of this course is to examine in depth the steps in researching, planning, implementing and evaluating public relations and advertising campaigns and programmes; to analyse case histories; and to design appropriate PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of public relations and advertising techniques in developing a strategic communication programme.

ICMT 4055 Integrated Marketing Communication Honours Project (3,*,*) (E)

The project allows students to develop an independent, integrated marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated marketing communication campaign such as creative, media, public relations, internet marketing, multi-media presentation, or other promotional activities. Students can also choose to conduct an original study on a specific topic in the areas of public relations or advertising.

ICMT 4065 Intercultural Communication (3,*,*) (E)

The course will cover some important theories and practices which underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

ICMT 4075 Public Relations and Media Writing (3,*,*) (E)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

ICMT 4085 Recreation, Sports and Entertainment Promotion (3,*,*) (E)

This course aims to equip students with strategic communication and management techniques to cope with the rapidly expanding recreation, sports and entertainment industries. These professionals are not only required by recreation, sport and entertainment organizations but also essential in other private, public and voluntary organizations with the objective of promoting their corporate images, products or services via these leisure and entertainment events.

With an emphasis in recreation, sport and entertainment events, this course incorporates key elements of successful PR event management and promotion strategies in these industries which stressed audiences' experiences, including live and mediated forms. Introduction to these experiential industries, planning in stage events, sponsorship, audience analysis as well as media and community relations will also be covered.

ICMT 4095 Social Services Marketing (3,*,*) (E)

This course investigates the practices and challenges of government and government related organizations as well as non profit organizations in the marketing of social services. The course discusses the characteristics of social services marketing, the design and implementation of social services campaigns, the different marketing communication tools for social services marketing, and the evaluation of social services marketing efforts.

ICMT 4105 Global Marketing Strategies (3,*,*) (E)

This course introduces students to the various issues concerning global marketing which are affected by a variety of factors that are socioeconomic, political, legal as well as financial and cultural, all of which are in many ways affecting international marketing operations. Students will learn to analyse the characteristics