

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