

Administration deals with properly structuring and deploying the assets given to government to achieve stated aims. Public Policy deals with deciding what assets government needs to achieve the aims the public thinks government is both capable of doing and necessary to do. Public Administration is how civil servants employ the assets entrusted to them and effectuate the processes developed by them or designed for them by political entities to achieve these purposes. Public Administration also necessarily includes evaluation of how well those aims have been achieved and those assets have been used, and what must be done to either better accomplish the task or better deploy the social and economic assets involved—that is, to change the policy or change the processes of administration. It thus is a field which is both analytic and evaluative, political and administrative. It deals with public opinion and public capacity, that is, what people want and what price they are willing to pay and what they can actually do at what cost to other public values and goals. It concerns accountability and responsibility, both of governing officials and taxpaying, voting, and demanding citizens. This course also makes special reference to the development and practice of public administration and civil services in Hong Kong and mainland China.

**POLS 7060 Research Methods for Public Administration Practitioners (3,3,0)**

This course is designed to draw from the experience of class members in conducting research or analysing and applying data useful for public administration as well as to add to their knowledge of current research methodologies used in public administration internationally. Methods of quantitative and qualitative social science research will be examined, with a comparative approach emphasized.

**POLS 7070 Project (3,\*,\*)**

Students are expected to demonstrate his/her ability to integrate and apply knowledge related to a specific area of public administration. The project should be conducted independently and a report is required.

**PRA 1110 Principles and Practices of Public Relations (3,2,1)**

A comprehensive overview of public relations as a vital management communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practice, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined.

**PRA 1120 Principles and Methods of Advertising (3,2,1)**

A comprehensive overview of advertising, the advertising planning and production process, the socio-economic aspects of advertising, advertising effects, and the future of the advertising industry. The basic perspective is that of the Hong Kong advertising industry, with comparisons of Asia and the West.

**PRA 1610 Introduction to Public Relations and Advertising (3,2,1)**

Many different communication activities deliver messages both formally through explicit marketing communication programmes and informally through the marketing mix and other corporate contact points. This course focuses on the foundation of advertising and public relations as two of the most important integrated marketing communication elements. The basic perspective is that of Hong Kong and mainland China with comparisons to the West.

**PRA 2110 Advertising Copywriting (3,1,2)**

Prerequisite: PRA 1120 Principles and Methods of Advertising  
The concepts and techniques of advertising copywriting including the importance of copywriting in the advertising process, explicating standards for good advertising copy, outlining the

creative processes involved, and analysing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

**PRA 2120 Public Relations Writing (3,2,1)**

Prerequisite: PRA 1110 Principles and Practices of Public Relations

The development of writing abilities needed for handling different organizational communication situations. Experience is provided in the practice of other communication techniques adapted to public relations such as public speaking, liaison with the press, and audio-visual communication. Practical exercises and case studies use Chinese and English languages.

**PRA 2130 Media Planning (3,2,1)**

Prerequisite: PRA 1120 Principles and Methods of Advertising

The principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. New technologies and international aspects that impact on media planning are also examined.

**PRA 2140 Consumer Perspectives in Public Relations and Advertising (3,2,1)**

Prerequisite: PRA 1110 Principles and Practices of Public Relations and PRA 1120 Principles and Methods of Advertising; or PRA 1610 Introduction to Public Relations and Advertising

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.

**PRA 2210 Digital Public Relations (3,2,1)**

Pre-requisites: PRA 1110 Principles and Practices of Public Relations; or PRA1610 Introduction to Public Relations and Advertising; or ORGC 2230 Organizational Communication

This course introduces the trend of digital media use and its effects on user generated content (electronic word of mouth) and strategic public relations. Through in-depth examination of the uses and effects of various new media (e.g. blogs/microblogs, online newswires, podcasts, social networking services, mobile devices), students should be able to develop communication strategies for public relations practices. This course is aimed to equip students with ability to plan for public relations campaigns in the ever changing media environment.

**PRA 2220 Managing Internal Public Relations (3,3,0)**

Pre-requisites: PRA1110 Principles and Practices of Public Relations or PRA1610 Introduction to Public Relations and Advertising

Internal communication and employee relations are public relations functions specifically dedicated to building, engaging, and maintaining relationship with internal publics. Employees are assets and the primary publics to manage: Studies show employee satisfaction can lead to better performance with making fewer errors at workplace, and the satisfaction can be improved by well-planned internal communication strategies by the organization. Moreover, employees can function as ambassadors of an organization especially when the organization experiences threats and crises. This course teaches the importance of internal and employee communication and introduces how organizational messages can be conveyed effectively throughout its employees that are in different levels (or the same level) within the organization. Major challenges and conflict resolution processes in managing internal relations will be also introduced.