

discusses the concept of brand equity, how one creates brand equity and how one measures it. Marketing concepts and the role of integrated marketing communication (IMC) in building brand equity would be discussed.

PRA 3460 Social Communication and Advertising (3,3,0) (E)

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

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.

PRA 3470 Crisis Communication and Public Relations (3,3,0) (E)

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

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. This course will concentrate on not only what an organization should do during a crisis, but also 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.

PRA 3510 Public Relations and Advertising Practicum II (0,*,*)

Prerequisite: Completion of PRA Year II

Students operate an integrated advertising and public relations agency, The Young Agency. Under supervision, each student is assigned a specific position and is required to work in a department within the agency. Students gain practical experience by participating in the planning and execution of actual public relations and advertising programmes. Students become familiar with the techniques of goal-setting, strategy-selection, and evaluation research.

PRA 3530 Public Relations and Advertising Internship (0,0,0)

Public Relations and Advertising students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Department of Communication Studies after the internship.

PRA 3590 Public Relations and Advertising Honours Project (3,*,*)

Prerequisite: Completion of PRA Year II

Individual students independently construct an integrated marketing communication campaign proposal for a client. Under the guidance of a chief adviser, each student works for a client, researches the competitive situation; identifies and researches target markets; constructs a specific part of an integrated marketing communication campaign such as creative, media, public relations, Internet marketing, or other promotional activities. Students can also choose to contact an original study on a specific topic in the areas of public relations or advertising.

PRA 3610 Advanced Advertising Design and Visualization (3,2,1)

Prerequisite: PRA 2610 Advertising Design and Visualization or PRA 2110 Advertising Copywriting

The creative and visual aspects of advertising design. Students are required to generate creative ideas and visualize their concepts

aided by computer. Learning will be emphasized through the hands-on practice of assignments and projects.

PRA 3620 Advanced Public Relations Writing (3,2,1)

Prerequisite: PRA 2120 Public Relations Writing

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. The course advances the level of competency by building on second-year introductory public relations writing course. It explores, especially, writing abilities necessary for handling different and more complex communication situations. Supervised and individual experiences in communication techniques such as public speaking, liaison with the media and audio-visual/Internet communications are assigned. Practical exercise and case studies are conducted in both Chinese and English languages.

PRA 3630 Advanced Advertising Writing (3,2,1)

Prerequisite: PRA 2110 Advertising Copywriting

This course stresses additional creative copywriting exercises with a specific application to individual media. Moreover, the students are encouraged to bridge up the task of promotional communications with that of strategic marketing planning in the form of advertising campaign. Hands-on practices in the preparation of different forms of advertising copywriting are required in the class. Practical exercises and case studies are conducted in both Chinese and English languages.

PRAD 2005 Introduction to Public Relations and Advertising (3,2,1) (E)

This 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.

PRAD 2007 Principles and Methods of Advertising (3,2,1) (E)

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

PRAD 2015 Principles and Practices of Public Relations (3,2,1) (E)

The primary objective of this course is to familiarize students with the basic concepts/principles and practices of public relations. It provides a comprehensive overview of public relations as a vital communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practices, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined. It is the foundation course for other courses in public relations.

PRAD 2016 Web 2.0 and Social Media (3,2,1)

Online communities, social networking sites, blogging, and other interactive uses of information technology are changing the way people obtain information, be entertained, and communicate with one another. An understanding of Web 2.0 and Social Media is critical for the communication professional of today and tomorrow, who is trying to be heard in the rapidly evolving new media landscape. This course aims to enable students to acquire a detailed, critical understanding of the impact of Web 2.0 and Social Media on society, organizations, and individuals and be informed of the opportunities and challenges for communication

practice brought about by innovations in digital and interactive media.

**PRAD 2017 Introduction to Communication: (3,2,1) (E)
A PRA & ORGC Perspective**

This course introduces students the field of communication, its diverse areas of study and its fundamental concepts. It will provide a common foundation for students in the School of Communication by presenting a coherent vocabulary for talking about communication and a comprehensive perspective for approaching subsequent courses within the School's various majors and concentrations. Students will learn how the field of communication relates to public relations, advertising and organizational communication by looking at their communication practices in different context so that students can become more competent and strategic communicators.

**PRAD 2025 Communication, Technology, and (3,2,1)
Change**

This course introduces students to the implications of the information communication technologies (ICT) for individuals, culture, and society as well as the opportunities and challenges for traditional media practices in the contemporary communication landscape. It develops students' knowledge of how ICT innovations influence communication processes and challenges students to critically engage with contemporary debates and concepts around the changes brought about by ICT.

PRAD 3005 Advertising Copywriting (3,1,2) (C)

Prerequisite: PRAD 2007 Principles and Methods of Advertising
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.

PRAD 3006 Media Planning (3,2,1) (E)

Prerequisite: PRAD 2015 Principles and Practices of Public Relations, PRAD 2007 Principles and Methods of Advertising or PRAD 2005 Introduction to Public Relations and Advertising

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.

**PRAD 3007 Advertising Design and (3,2,1) (E)
Visualization**

Advanced study of integration of design components in advertising campaign and corporate identity programme. Students will be guided to visualize the design concept using desktop system. They are encouraged to combine their intellectual thinking and competence in using various communication tools to generate innovative, as well as effective, design solution.

**PRAD 3008 Public Relations and Advertising (0,*,*)
Practicum I**

Prerequisite: Year III standing
Perspectives in Public Relations and Advertising students operate an integrated advertising and public relations agency, The Young Agency. Under supervision, students gain practical experience by participating in the planning and execution of actual integrated marketing communication programmes with a real client. Students become familiar with the techniques of goal-setting, strategy selection, media planning and evaluation.

**PRAD 3009 Public Relations and Advertising (0,*,*)
Practicum II**

Prerequisite: Year III standing
Perspectives in Public Relations and Advertising students operate an integrated advertising and public relations agency, The Young

Agency. Under supervision, students gain practical experience by participating in the planning and execution of actual integrated marketing communication programmes with a real client. Students become familiar with the techniques of goal-setting, strategy selection, media planning and evaluation.

**PRAD 3015 Consumer Perspectives in Public (3,2,1) (E)
Relations and Advertising**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations, PRAD 2007 Principles and Methods of Advertising or PRAD 2005 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.

**PRAD 3016 Public Relations and Advertising (3,2,1) (E)
Campaign Planning**

Prerequisite: PRAD 2007 Principles and Methods of Advertising or PRAD 2015 Principles and Practices of Public Relations

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.

PRAD 3017 Digital Public Relations (3,2,1) (E)

Prerequisites: PRAD 2005 Introduction to Public Relations and Advertising, PRAD 2015 Principles and Practices of Public Relations or ORGC 2007 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, etc.), students should be able to develop communication strategies for public relations practices. This course is aimed to equip students with the ability to plan for public relations campaigns in the ever changing media environment.

**PRAD 3025 International Field Study in (3,2,1)
Public Relations and Advertising**

Prerequisite: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

Students travel abroad to engage in cross-cultural learning both to familiarize themselves with host countries' ways of thinking and communicating as well as to acquire a deeper self-awareness and understanding of their own culture. This course aims at advancing students' professional development by observing how their intended profession is undertaken in circumstances different from those in their home country.

**PRAD 3026 Mobile and Social Network (3,2,1)
Communication**

Prerequisites: PRAD 2005 Introduction of Public Relations and Advertising, PRAD 2015 Principles and Practices of Public Relations or PRAD 2007 Principles and Methods of Advertising

This course provides an introduction to this new media and explores its potential and constraints from the perspective of advertising and public relations. This course will take a holistic and practical approach by first examining the general working