

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