

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

principles of the most popular social networking websites. Case studies of successful commercial applications of the mobile and social networking will be conducted. Students will develop a solid theoretical foundation for their own project development. Students will develop campaign strategy (e.g. creating fans club) which can fully leverage the potential of mobile and social networks.

**PRAD 3027 Digital Audio and Video Production (3,2,1)**

This course provides an introduction to the creation and use of sequence and time-based media for storytelling and persuasion, as well as its application in advertising, public relations and organizational communication. Building on the foundations for design with discrete media, sequences and time add unique potential for the communication process.

**PRAD 3035 Public Relations Writing (3,2,1) (E)**

Prerequisite: PRAD 2015 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.

**PRAD 3036 Strategic Issues and Reputation Management (3,0,3) (E)**

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

This course provides detailed study of issues management in various types of organizations. Issues directly contribute to organizational effectiveness and reputation. Issues management, as an organizational management function, is closely related to an organization's strategic planning and communication management.

**PRAD 3037 Visual Design (3,2,1)**

This course will introduce students to a comprehensive understanding of the effective usage of digital typography and incorporating typography into print communications. The structure is a combination of fundamental typography, alignments and grid systems as well as understanding of visual hierarchy arrangement of both text and visual images. Fundamental principles and hands-on study in 2 dimensional and 3 dimensional image-processing graphics systems will also be introduced.

**PRAD 3045 Managing Internal Public Relations (3,3,0) (E)**

Pre-requisites: PRAD2015 Principles and Practices of Public Relations or PRAD2005 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.

**PRAD 3055 Special Topics in Public Relations and Advertising (3,0,3) (E)**

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

This course provides detailed and intensive study of special topics of importance in public relations and advertising. 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.

**PRAD 4005 Crisis Communication and Public Relations (3,3,0) (E)**

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

**PRAD 4006 Research Practices in Public Relations and Advertising (3,0,3) (E)**

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course is based on the concepts of research methods and their applications to the study of public relations and advertising. It focuses on hands-on experience of applying various types of research, data collection, and data analysis/statistical techniques for understanding of stakeholder behaviours and media consumption, designing communication strategies, or testing creative concepts. This course is designed to help students develop research skills in practice.

**PRAD 4007 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 third and fourth years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of the organizations providing internship opportunities. Both the organization and the student file reports with the Communication Studies Department after the internship.

**PRAD 4015 Advanced Advertising Design and Visualization (3,2,1)**

Prerequisite: PRAD 3007 Advertising Design and Visualization  
This course provides students advanced study of integration of design components in advertising campaign. It focuses on the creative and visual aspects of design solution. 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.

**PRAD 4025 Branding and Communication (3,2,1) (E)**

Prerequisites: PRAD 3015 Consumer Perspectives in Public Relations and Advertising or ORGC 3006 Persuasion and Social Influence

This course investigates brands—why they are important, what they represent to consumers, and how advertising and PR professionals could enhance the value of a brand. The course discusses the concept of brand equity, how one creates brand equity and how one measures it. Marketing concepts and the role of integrated marketing communications (IMC) in building brand equity would be discussed.