

**COMD 7120 Critical Approaches to Film and Digital Media (3,3,0)**

This is a section of the course on ideological and critical approaches to film as a contemporary form of social and political expressions. We examine various forms of moving images and their ideological and social implications. We focus on how narratives may carry specific meanings, and might be used as vehicles of power and persuasion. Through studies of film and video we trace the development of modern visual cultures and examine how they frame contemporary social and political experience. At the end of the course, students should be able to explain and apply a number of theoretical frameworks in analyzing and critiquing selected film and video works.

**COMD 7130 Network Society in Theory and Practice (3,3,0)**

This course will critically examine the major theories concerning the impact of new information and communication technologies on contemporary society, and in particular upon their effects on media and communication. Among the issues discussed will be issues of differential access; the role of technologies in constituting new identities and the relationship between real and virtual personae; political organisation and political activism in and through information technologies; the economics of new media, their impact upon legacy media, and the role of unpaid labour in the production of user-generated content; big data, surveillance and the digital panopticon. In all cases the course will attempt to bring theoretical reflection and empirical reality together in order to judge the utility of the former.

**COMD 7140 Gender and Sexuality in the Media (3,3,0)**

This course offers an in-depth analysis and deconstruction of the messages carried in the media regarding gender, and sexuality. It provides an overview of feminist and social psychological perspectives on presentations of gender and sexuality in contemporary culture with a focus on the media. Students will examine how gender and sexuality are portrayed in advertising, print, television and film. The social and economic environment affecting the production of media messages will be discussed. The course explores the role of popular media in the construction of gender and sexual stereotypes in our society. Audience interpretation of female media images will be examined. Students are expected to contribute to class discussion by bringing in images and essays of their own work or the work of others.

**COMM 1130 Current Affairs and News Analysis (3,3,1)**

This is a course to help students develop news literacy. The aim of this course is to cultivate students' news reading habit, enhance their knowledge about current affairs and build up their news analytical skills so that they can better understand, analyse, use and monitor news in their daily lives.

**COMM 1140 Multimedia Communication (3,3,1)**

This course examines the impact of convergent media and networked communication technologies such as the Internet and mobile devices on the ways people access information, engage in social activities and professionally create content that can inform, persuade and entertain. It takes an interdisciplinary approach to the topic, critically evaluating emergent forms of communication and introducing the students to multimedia techniques for producing works of mass and personal communication. The course is aimed to combine theoretical frameworks and practical skills.

**COMM 1160 Introduction to Communication (3,3,0)**

The purpose of this course is to introduce students who have had no prior experience with the field of communication to 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 options. The course also aims to demonstrate the interrelationships between options and departments and to stimulate interest in and commitment to the study of communication.

**COMM 1270 Media Literacy in a Changing Society (3,2,1)**

In the Web 2.0 age, young people are living in a media saturated world. Their values and social actions are significantly influenced by the media. With the rise of the Internet, media content is not only produced by media professionals, but also by ordinary people. From YouTube to blogs, information is being circulated without filtering and verification. Media literacy is defined as a life skill which enables young people to critically understand, analyse, use and monitor the media. A social participative approach is adopted in this course. Students are cultivated not only as active and critical media consumers but also as informed and responsible citizens. Positive psychology will also be integrated into the course so that students will be guided how to interpret media messages in a positive way.

**COMM 2006 Communication Theory (Communication Studies) (3,2,1)**

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass, and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

**COMM 2007 Communication Research Method (Communication Studies) (3,2,1)**

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

This course introduces students to the methods and ethics of scholarly research in human communication. A background on basic concepts of research is provided. Both quantitative and qualitative research methods are explored in ways to answer questions about communication. The entire research process is examined from introduction of the concept and review of the literature to the reporting of the findings, the analysis of the data and the writing of the final report.

**COMM 2310 Communication Theory (Communication Studies) (3,2,1)**

Prerequisite: COMM 1160 Introduction to Communication

This course is structured to organize the different theories of human communication and examine interconnections between them. A broad spectrum of theoretical development is explored encompassing intrapersonal, interpersonal, group, organizational, mass, social, and cultural communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

**COMM 2320 Communication Research Method (Communication Studies) (3,2,1)**

Prerequisite: COMM 1160 Introduction to Communication

This course introduces students to the methods and ethics of scholarly research in human communication. A background on basic concepts of research is provided. Both quantitative and qualitative research methods are explored in ways to answer questions about communication. The entire research process is examined from introduction of the concept and review of the literature to the reporting of the findings, the analysis of the data and the writing of the final report.

**COMM 2370 Media Law and Ethics (3,2,1)**

The course introduces students to the media law in Hong Kong. It will also cover major ethical issues facing the Hong Kong media industry professionals. Current developments and trends will be highlighted. The protection of fundamental rights and freedoms will be emphasized throughout the course. Practical day-to-day examples and important court cases will be used as illustrations. It is hoped that this approach will facilitate the training of media industry professionals who would not only protect and promote media freedom but also respect dignity and rights of others.

**COMM 2380 Communication Theory (Journalism) (3,2,1)**

This course examines various theoretical perspectives and practices regarding the performance, role, functions, and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China context. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institution; (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.

**COMM 2390 Communication Research Method (Journalism) (3,2,1)**

Prerequisite: Year II standing and JOUR 1120 Introduction to Journalism

This is a basic research methods course for those with little or no previous experience or course work in research methodology. The goal of the course is to (1) familiarize students with main types of measurement and collection of evidence in the field of mass communication, particularly journalism; (2) provide students with a critical framework for evaluating communication and communication research conducted by others; (3) give students some first-hand experience in the research process; and (4) sensitize students to the need of answering communication and related questions in a scientific manner.

**COMM 3110 Information Design (3,2,1)**

Prerequisite: COMM 1140 Multimedia Communication

The course is aimed to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

**COMM 3120 Cross-Cultural Documentary Workshop (3,\*,\*)**

This course will enable students with better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production; learn how to develop a documentary film idea from various sources based on different cultural environment. Students from different cultural background will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group project, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

**COMM 7010 Foundations of Communication (3,3,0) (E)/(P) Study**

This course offers a survey of the variety of theories and issues in communication in a systematic fashion and from a historical perspective, with a focus on those theories and issues that bear strong implications for the present situations of Hong Kong, Taiwan, and Mainland China. This course seeks to establish a coherent understanding of the progressive development of the discipline of communication; provide a context for critical appreciation of current scholarship and research in communication; and offer a reasonable account of future conditions for human communication.

**COMM 7020 Approaches and Methods in Communication Research (3,3,0) (E)/(P)**

This course is intended to be a lab where students can execute their critical thinking and creative abilities in exploring the fascinating world of mass communication research. While the main purpose is to expose students to the fundamentals of social scientific research methods and to familiarize them with a variety of research techniques in mass communication research that are useful to media professionals (e.g. surveys, experiments, content analyses), students will also be encouraged or required to critically evaluate published research articles and creatively design their own research project.

**COMM 7030 Perspectives on Media and Society (3,3,0) (E)/(P)**

The purpose of this course is to explore and discuss the relationship between the media and society. The course is organized by an analytical framework which examines the media from textual, institutional, medium and audience approaches. Various theoretical perspectives such as critical studies, social constructionism, medium theory and cultural studies will be introduced to examine the interaction between the media and society. The course aims at not only enhancing students' theoretical understanding about the subject matter but also cultivating their skills of analyzing media influence in social life.

**COMM 7040 Issues in Intercultural Communication (3,3,0)**

This course is an introduction to and survey of the broad area of international and intercultural communication. Students will learn to develop their critical thinking skills through class discussion and the reading/writing assignments. The first half of the course focuses on international communication issues, including the Western media system, press freedom, the influence of new media in the globalization of communication, and transnational advertising and public relations. The second half of the course is devoted to intercultural communication topics. With an increase in awareness and understanding of the similarities and differences among different cultural values, students will broaden their worldview and be a better intercultural communicator. Students will be expected to interact with a person from a different culture throughout the semester.

**COMM 7050 Media and Communication in Chinese Societies (3,3,0) (E)/(P)**

This course aims at expanding students' knowledge on the evolution of media and communication in contemporary Chinese societies. Close examination of some important events and major characteristics of the news media will enable students to understand the impact of these events that changed people's perspectives about their societies and about themselves. Analysis on the role of the news media in specific events and the interplay between "the information provider" and "the information receiver" will help students to gain a profound understanding of the unique political, economic, and social dynamics in the Greater China Region.

**COMM 7060 Issues in Corporate Communication (3,3,0)**

This course introduces graduate-level critical thinking about the integrated nature of internal and external communications in the

contemporary organization. Asian and Western organizational theories and the role communication plays within them are offered at the outset. Students then explore a variety of organizational structures and the kinds and volumes of information that flow in all directions bringing life to the organization. A major focus of the subject is on managerial communication in the Asian organization. Students investigate the importance of communication in carrying out motivation, leadership, team-building and the notions of quality and organizational change. The fundamental relationships of the organization to its external and internal environments and audiences are carefully observed with emphases on understanding, developing and applying communication strategies that attend to competitive advantages, organizational image and "handling issues", crises and opportunities. The increasing impact of information technology on organizational communication is also assessed with regard to re-engineering, quality management and integrated marketing communication. The notion followed is that tomorrow's business paradigm is not today's business as usual.

**COMM 7080 Special Topics in Communication (3,3,0)**

This course caters to student interests and/or research needs as well as faculty specialization. Topics vary from year to year as different communication or media issues become pertinent and as the interests of faculty and students change. They will also be developed to take the advantage of the special expertise of visiting faculty members.

**COMM 7120 Advanced Communication Design and Research (3,3,0)**

Prerequisite: COMM 7740 Research Methods in Communication  
This advanced methodology course covers the concepts, techniques and use of a wide range of research techniques focusing on the issues of designing and conducting research and interpreting the results. The course may be offered with a specialization either in quantitative or qualitative methods, depending upon student needs. Both version offer an in-depth encounter with a range of methods, allowing students to understand the strengths and limits of each approach. Stress is laid upon the relationship between the design of research and the choice methodology with detailed discussions of case studies providing examples of both appropriate and inappropriate choices.

**COMM 7130 Globalization of Media and Communication (3,3,0)**

Since the beginning of the 1990s "globalization" has become an increasingly important paradigm in social science fields. This resonates with the on-going process of globalizing culture and communications. The subject examines the issue systematically, covering a wide range of topics in the framework of globalization, and provides students with a better understanding of the recurring themes and current trends in global communication.

**COMM 7140 Classics and Milestones in Communication Research (3,0,3)**

This course focuses on guided study of selected communication research classics or milestones. Students will gain in-depth knowledge of their chosen communication researchers or themes. Through reading and sharing, students are sharpened in both theoretical and methodological conceptualization.

**COMM 7160 Organizational Communication (3,3,0)**

The course will examine how communication functions within organizations and how communication behaviors can be managed to improve employer-employee relationships, employee-employee relationships, organizational efficiency, etc. Different theories, concepts, approaches, issues and processes of organization will be discussed and evaluated. The application of current theories and research findings in organizational analysis, diagnosis, and training will be emphasized.

**COMM 7170 Communication Campaign Workshop (3,2,1)**

This course aims to provide a framework for students to understand the skills and knowledge needed for the strategic

planning of communication campaigns by integrating various elements in public relations, advertising and social media. The objective is to develop students' capability to execute communication campaigns by working with professionals of different roles and functions in the industry.

**COMM 7180 Media Law and Ethics (3,3,0)**

Through the examination and analysis of legislation, case law and media practices, this subject lets journalists and would-be journalists know of the rights they are entitled to and the restrictions and pitfalls they face in their daily newsgathering and reporting activities. It also trains students to understand the importance of protecting and promoting media freedom while respecting the dignity and rights of others.

**COMM 7190 Issues and Cases in Mass Communication (3,3,0)**

This course aims to help students acquire up-to-date knowledge on eleven key aspects of journalistic practice and relevant theories. Existing theoretical propositions, evidence and practices with regard to these aspects will be explored in depth. Comparisons of the roles and functions of routine media practices in different social, political and economic environments are also subject to close scrutiny. The objective of the course is to familiarize students with current issues and cases in the field of mass communication.

**COMM 7200 New Media Workshop (3,3,0)**

The course introduces students to new media, with particular focus on multimedia, social media and the internet. The first part of the subject examines the influence of new media technology on communication and social change. Through lectures, discussions, presentations and practical sessions, students learn how to make the best use of the latest communication tools to solve communication problems. Lab sessions are incorporated into the subject to give students hands-on experience.

**COMM 7210 Project (3,0,3)**

The Project allows students the opportunity to describe and analyze communication issues by applying various perspectives and skills they have learned in their coursework. Preparing the Project enables them to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and gathering, organizing and analyzing massive data. Completion of the Project serves a central role in showcasing the students' ability to organize knowledge, structure argument, provide evidence and present results within a single piece of research work.

**COMM 7220 Advertising Management (3,3,0)**

The course aims to help students understand the managerial and decision-making processes of advertising. Its objective is to develop students' ability to analyze market and competitive environments, and to develop and present advertising solutions. The application of theories to analyze China and Hong Kong market situations will be emphasized.

**COMM 7230 Writing for Multimedia in Public Relations (3,3,0)**

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of public relations practitioners, emphasizing the multimedia approaches required for different audiences and media. This class will be consist of an introductory section where we will "talk about writing", followed by a practical section where we will simply write.

**COMM 7240 Media Markets (3,3,0)**

This course introduces basic concepts, theories and practices that operate in media markets, and the firms that operate within these markets. The course examines market structures, technologies, regulations, firm interactions (competition and cooperation, especially as codified in contracts), and sociocultural forces at work in media industries. By examining this range of factors and their interactions, students will become better informed and

more capable in understanding the decisions that managers make within media firms. Accordingly, the course is aimed to achieve the following: (1) to provide a basic understanding of media firms as business entities operating in market where multiple forces interact; (2) to equip students with the analytical tools to interpret the aforementioned forces and phenomena at work in media markets; and (3) to enhance students' knowledge of the media markets in both Hong Kong and mainland China.

**COMM 7250 Strategic Public Relations and Crisis Management (3,2,1)**

This course will not only examine communication in crises but show what we can do to prevent or minimize the impacts of such crises. Important concepts of strategic management of public relations, issues management, risk communication, activism, crisis communication principles and crisis communication in both traditional and new media will be covered. Local and overseas cases will be incorporated to teach students how to deal with crises in real situations. Different methods and approaches for resolving different types of crisis will be discussed, showing how for example prevention and resolution of a natural crisis and a confrontational crisis should be different, with the former emphasizing in the region's infrastructure and the latter highlighting the human context of a conflict. As a result, students will not only study and analyze the communication tools for a crisis but discuss an organization's management. This subject is a multiple-disciplinary course that helps students integrate the knowledge from communication, sociology, psychology and management in dealing crises with complicated contexts.

**COMM 7260 Introduction to Media Management (3,3,0)**

This is an introductory course to the study of media management in our era of change. The main purpose is to examine and analyze the new challenges being posed by political, economic and technological changes in the new millennium to media management in various Chinese societies. The course will begin with an overview of the media industries in Hong Kong, Taiwan and Mainland China. It moves on to deal with media operational strategies, media content production and management flow, media marketing management, information management for media organizations and resources management.

**COMM 7270 Media Policies and Regulations (3,3,0)**

This course discusses the structural constraints as well as the legal and ethical regulations of media operation. The politics of media policy formation, such as political systems, geographical location and socio-economic factors, will be analyzed. The focus is on the current situation in pan-Chinese governments within a globalized world context.

**COMM 7280 Communication Technologies and Media Organizations (3,3,0)**

The course introduces students to application and impacts of communication technologies with a focus on new media, particularly multimedia and the Internet. It discusses the theoretical aspects of impacts of media technologies on human communication and communication organization, and on social change. Students will learn to evaluate and apply the latest communication technologies to the development and management of media organizations.

**COMM 7290 Professional Seminar and Application Project (4,0,0)**

The course has two main objectives: (1) to discuss cases, issues and problems in media management in sessions participated in by faculty members and industry executives; and (2) the production of an Application Project that describes and analyzes a media management case. Students are required to apply what they have learned in the coursework in preparing the Application Project. Preparing the Project enables students to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and through gathering, analyzing and processing massive data. Completion of the Project serves a

central role in showcasing students' ability to organize knowledge, structure argument, provide evidence, solve real work problems, and present results within one research project.

**COMM 7300 Consumer Insights (3,3,0)**

This course studies how an understanding of consumer behavior informs the development and implementation of communication campaigns in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases; the psychological processes involved, including the consumer learning process; and external factors such as culture, social class, group influences and situational determinants. Global consumer issues including the effects of social networks and consumer activism on companies' communication strategies will be examined. Application of current theories and research findings in cross-cultural consumer studies will be emphasized.

**COMM 7310 International Advertising (3,3,0)**

The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies. As an institution, business and industry, advertising has been a major force shaping the worldwide drive toward globalization. This subject is designed to enhance students' understanding of advertising in the fast-changing global environment and assist them in developing skills necessary to plan and implement international advertising programmes.

**COMM 7510 Public Administration and the Media (3,3,0)**

The course examines the different perspectives on the relationship between public administration and mass media in a modern society. Media factors affecting or facilitating public administration will be discussed. Cases concerning media-administration relationships and crisis management will be analyzed in the light of local (Hong Kong) and Mainland China settings.

**COMM 7520 Cross-cultural Documentary Workshop (0,3,0)**

This course enables students to have better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production, and learn how to develop a documentary film idea from various sources based on different cultural environments. Students from different cultural backgrounds will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group projects, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

**COMM 7530 Information Design (0,3,0)**

Prerequisite: COMM 7540 Multimedia Production or by consent of instructor

The course aims to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative

and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

**COMM 7540 Multimedia Production (0,3,0)**

The course combines an interdisciplinary approach to multimedia production with emphasis on both developing students' knowledge of the issues around digitalization and convergence and the critically evaluating of multimedia development in terms of technical, business and social aspects. Students are prepared to produce and present media materials for the Internet, for CD-ROMs and other multimedia systems. In addition, the lab-based work is aimed to develop students' skills in interdisciplinary practice and problem solving methodologies.

**COMM 7550 Advertising in China (3,3,0)**

The course will help students understand the challenges in planning and implementing an advertising strategy in China. Specifically, students will develop the ability to analyze the dynamic and diverse market environment in China and to strategically plan and implement advertising solutions there. Issues relevant to developing advertising solutions in China will be discussed, such as understanding its market structure, culture, consumption patterns, branding issues in international and local business, as well as the opportunities and challenges brought on by the new media. Being an institution, business and industry, advertising has been a major force shaping market development in China. The course is designed to enhance the students' understanding of the fast-changing market environment there and to assist them in developing the strategic thinking and skills necessary to plan and implement advertising programs.

**COMM 7560 Political Communication and Public Opinion (3,3,0)**

The course introduces various aspects of political communication in modern society. It attempts to acquaint students with studies of the nature of news media coverage of politics, the effects of news coverage on the public and policy, and the relationship between news media and policy makers. A good part of the course is devoted to political communication in the digital context.

**COMM 7570 Youth, Media and Consumption (3,3,0) (E)/(P)**

Young people are a global market for products, services and ideas. "Youth" is defined as the population aged between 15 and 24. This course aims to equip students with the knowledge needed to make informed decisions about marketing to young people or to weigh suggestions made about limiting marketing to "youth". The Course will examine the interplay of the youth segment and the market environment. Based on research evidence, students will identify issues related to youth and media usage, and the roles of personal as well as marketing communication on youth consumption.

**COMM 7580 Social Media Marketing (3,3,0)**

The advent of social media and mobile media devices, such as smartphones and tablets, is rapidly changing human interaction, including business models. Millions of people worldwide are living much of their lives on SNS, such as Facebook, Twitter, Blog, YouTube and LinkedIn in the United States, and Renren, Weibo in China. Global Internet users spent more than one fifth of online time on social network sites or blogs. The trend exemplifies that human interaction, including business environment, has being deeply transformed by social media.

**COMM 7610 Social Services Marketing and Communication (3,3,0)**

This course investigates the practices and challenges of government or government-related organizations as well as non-profit organizations in the communication of social causes and the marketing of social innovations. The course discusses the characteristics of social services marketing, the design and implementation of social innovations and social entrepreneurship,

the strategic marketing communication tools, and the evaluation of marketing communication efforts.

**COMM 7620 Social Media and Online Social Networks (3,3,0)**

The purpose of this course is to familiarize students with the practical applications and the theoretical implications of social media-related technologies. The course is grounded in practice, and students will be required to participate in social networks, forums, Facebook, wikis, micro-blogs, and more. We will examine their economic, social, and cultural implications, and cover some of the latest developments in the social media area. We will also explore techniques for collecting and analyzing social media data.

**COMM 7710 Independent Readings in Communication (3,\*,\*)**

Readings are especially designed by the instructor for and tailored to the student to broaden intellectual perspective and to provide in-depth understanding of specific research areas.

**COMM 7730 Academic Research Taskforce (3,3,0)**

Prerequisite: COMM 7740 Research Methods in Communication  
The aim of this course is for research postgraduate students to master hands-on academic research skills through practice and experiential learning under the direction of faculty members. Students will carry out primary research to become familiar with step-by-step execution of specific research method(s), along with necessary fine-tuning of the operational details in one or more quantitative and qualitative research methods.

**COMM 7750 Using Social Networks: For the Communications Professional (3,3,0)**

The course introduces the science and theory of social networks, and the artful process of communicating through them. Social networks refer to the collective structure of human relationships through which we communicate. Recognizing and understanding this relationship-based structure is essential for crafting a communications strategy. Operative strategies can be developed for quickly getting a message to a target audience or thoroughly harvesting messages from them, be it through word-of-mouth, traditional media channels, or through new media technology. The communications professional must be skillfully adept at assessing the social structure of a target group and evaluating the influence specific individuals have within the structure. This course provides the student with the tools to purposefully map and quantify the network's structure and identify those individual who have social influence over the group. Students will learn how to craft a communications strategy and tactics for communicating to the entire group in a cost-effective manner. This course is combination of theory and real-world application of contemporary communication and network techniques, such as visualization, group and individual measurement, communication-effectiveness analysis, and tactical planning. Lab sessions and group activities are incorporated into the course to provide students with hands-on practice of concepts and ideas.

**COMP 1005 Essence of Computing (3,2,2)**

This course provides students with an overview of Information and Communication Technologies, together with basic knowledge of computer-oriented problem solving methodologies, algorithm development, programming concepts and design techniques.

**COMP 1006 Facets of Computing (1,1,0.5)**

This course provides students with an overview of core areas in computing, an appreciation of their potentials and limitations, and a glimpse of the career path of IT professionals.

**COMP 2005 Business in the IT Context (3,2,1)**

The course provides the concepts in different business disciplines so as to provide a foundation for students to manage IT projects and organizations.