

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

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)**

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)**

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)**

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)**

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: A PRA & ORGC Perspective (3,2,1)**

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 Change (3,2,1)**

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

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 Practicum I (0,\*,\*)**

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 Practicum II (0,\*,\*)**

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 Relations and Advertising (3,2,1)**

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 3017 Digital Public Relations (3,2,1)**

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 Public Relations and Advertising (3,2,1)**

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 Communication (3,2,1)**

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)**

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 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)**

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 3046 Audience Measurement & Engagement (3,2,1)**

Pre-requisite: ORGC2005 Introduction to Public relations and Advertising or PRAD2007 Principles and Methods of Advertising or PRAD2015 Principles and Practices of Public Relations

This course will examine the roles of audience measurement in advertising and public relations campaign planning. Traditional media platforms such as print, television, out-of-home and internet media will be examined. With technological changes, this course will examine innovative ways of engaging audience through social media presence, search marketing, and space/location based campaigns.

**PRAD 3047 Corporate Social Responsibility and Stakeholder Engagement (3,3,0)**

Pre-requisite: PRAD2005 Introduction to Public Relations and Advertising; or PRAD2007 Principles and Methods of Advertising; or PRAD2015 Principles and Practices of Public Relations

This course highlights the theory and practice of corporate social responsibility (CSR) and engagement of organizations with key stakeholders and their communities to build relationships and collaborate in sustainable community programs across different sectors. It also includes the business integration, strategic planning, engagement approach, communication strategies, measurement, and reporting of CSR. Through a critical analysis of case studies from overseas and successful local CSR programs, students will develop a strategic CSR plan for an organization.

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

Pre-requisite: 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 3056 Campaign Planning and Management (3,2,1)**

Pre-requisite: ORGC2007 Organizational Communication or PRAD2007 Principles and Methods of Advertising or PRAD2015 Principles and Practices of PRA

The purpose of this course is to examine in depth the steps in researching, planning, managing, implementing, and

evaluating strategic communication campaigns and programs; to analyze case histories, and to design appropriate strategic communication campaigns and programs for selected client and sponsoring organizations. Throughout the course, students will be given the opportunity to apply management skills in strategic communication campaigns and programs. Emphasis is on practical application and integration of public relations, advertising, and management techniques in developing a strategic communication program.

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

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 4016 Strategic Issues and Crisis Management (3,3,0)**

Pre-requisites: PRAD2005 Introduction to Public Relations and Advertising, or PRAD2007 Principles and Methods of Advertising, or PRAD2015 Principles and Practices of Public Relations

This course investigates the concepts of issues and crisis management, the relationship between public relations and the handling of issues and crises, and the theories and techniques of planning for crisis communication for an organization. Crisis management is a multifaceted discipline that involves components from issues management, strategic crisis communication, to reputation management. This course aims to equip students with the necessary skills and abilities to identify and prepare for issues and crises, to diagnose the nature of an issue and crisis, to communicate strategically, and to recover and learn from crises. The emphasis of this course, thus is on both the preventive and reactive phases of crisis management.

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

Prerequisites: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

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.



**PRAD 4026 Cross-cultural Advertising (3,3,0)**

Prerequisite: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

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.

**PRAD 4027 Financial Public Relations (3,2,1)**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations

This course investigates the application of public relations in the financial sectors. It also examines how to develop trust and strengthen relationships between financial institutions and their various stakeholders via strategic financial marketing communication programmes.

**PRAD 4035 Public Relations in Greater China (3,2,1)**

This course investigates the development of public relations in the Greater China region, including mainland, Hong Kong, Taiwan and Macau. The global theory of public relations is included and discussed how to apply this theory to the Greater China region. In addition, we will analyse practices of multinational and local public relations firms in this region and how multinational corporations use public relations entering this market. To help students familiarize the practices of public relations in this region, we will also investigate different issues practitioners usually encounter in their practices. For better comprehend the concepts provided in this course, case studies will be provided.

**PRAD 4036 Social Communication and Advertising (3,3,0)**

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

This course provides an in-depth 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 dimensions and responsibilities are elaborated.

**PRAD 4037 Narrative and Storytelling (3,2,1)**

Pre-requisite: PRAD2017 Introduction to Communication: A PRA and ORGC Perspective

This course explores the theory, role and process of storytelling in strategic communications. Students will explore storytelling concepts and narrative techniques for representing a brand or an organization, with an emphasis on emerging areas of brand building, sponsored content, and advertising. Students will also have hands-on experiences in analyzing examples of real-life stories and developing their own narrative storytelling.

**PRAD 4045 Advanced Public Relations Writing (3,2,1)**

Pre-requisite: PRAD3035 Public Relations Writing

This course advances the level of competency by building on third-year introductory public relations writing course. This course 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 Language.

**PRAD 4046 Advanced Advertising Copywriting (3,2,1) (C)**

Prerequisites: PRAD 3005 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 copywriting are required in the class. Practical exercises and case studies are conducted in both Chinese and English languages.

**PRAD 4047 Luxury and Service Branding (3,2,1)**

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

This course is designed to develop the perspective and intellectual ability of students in understanding the principles and practices of the luxury sector. Branding luxury goods and services introduces a number of unique challenges, ranging from selection of target market, critical control over brand image to emphasis on customer relationship. Students will explore aspects of brand management, market structure, and consumer profiles of the luxury industry. This course aims to engage students in a critical discussion on the complex interplay of cultural, economic and consumer factors in driving the development of luxury industry.

**PRAD 4055 Place Branding (3,2,1)**

This course is designed to equip students with the knowledge and skills in place branding and destination management. It covers the branding of tourism destinations, retail space, as well as public space for experiential entertainment and education. Students will be able to apply the concepts learned to solve problems for place branding.

**PRAD 4895 Public Relations and Advertising Honours Project (3,\*,\*)**

Prerequisite: Completion of PRA Year III

The project allows students to develop an independent, integrated communication management campaign proposal for a client. Under the guidance of advisers, students are assigned to work on an account (the client), research the competitive situation, identify the target audience, and construct a specific part of an integrated communication campaign. Students can also choose to conduct an original research study on a specific topic in the areas of public relations or advertising.

**PSYC 1005 Principles of Psychology (3,2,1)**

This course introduces the basic concepts in psychology and serves as a foundation course in psychology. Major topics include biological and developmental processes, perception and consciousness, learning and thinking, motivation and emotion, personality and individuality, adjustment and mental health, and social behaviour. The basic elements of research methods in psychology and the major psychological approaches to the study of behaviour are also discussed.

**PSYC 2005 Introduction to Health Psychology (3,2,1)**

Prerequisite: PSYC 1005 Principles of Psychology

This course provides an overview of basic theories and methods in health psychology and the role of health psychologists in clinical and research settings. Topics include health promotion, psychophysiology of health, health-related behaviors, pain and stress, management of chronic and terminal illness, health services, and cross-cultural issues in health psychology. Emphasis will be given on applying psychological concepts in the promotion of healthy living style and the development of healthy behaviors.

**PSYC 2006 Developmental Psychology (3,2,1)**

Prerequisite: PSYC 1005 Principles of Psychology

This course is mainly concerned with understanding the different aspects of psychological development such as physical, perceptual, language, cognitive, emotional, social and moral development. It covers developmental changes from conception to old age including death and dying. Current research on the psychological development of Chinese people will be introduced.