undertake a non-graded and zero-credit internship.  The internship
Public Relations and Advertising students are encouraged to
Internship
PRA 3530 Public Relations and Advertising  (0,0,0)
evaluation research.
with the techniques of goal-setting, strategy-selection, and
relations and advertising programmes.  Students become familiar
by participating in the planning and execution of actual public
agency, The Young Agency.  Under supervision, each student
Students operate an integrated advertising and public relations
Practicum II
PRA 3440 Branding and Communication (3,2,1) (E)
Prerequisite:  PRA 2140 Consumer Perspectives in Public Relations and Advertising or ORGC 3140
Communication Audits
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 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
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
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
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) (E)
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
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) (E)/(C)
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 and Advertising (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 to be informed of the opportunities and challenges for communication practice brought about by innovations in digital and interactive media.

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 and Advertising, 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 China industry such as media planning for international campaigns and the use of computers in media planning are examined.

PRAD 3007 Advertising Design and Visualization (3,2,1) (E)
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) (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 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 Campaign Planning (3,2,1) (E)
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 their own 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 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 (3,2,1)
Communication
Prerequisites: PRAD 2005 Introduction to 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) (E)
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) (C)
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)
Prerequisites: PRAD 2005 Introduction to Public Relations or PRAD 2005 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 (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)
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)
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 an 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.
PSY 1110 Principles of Psychology (3,2,1) (E)
Prerequisite: PSY 2620 Psychology of Personality
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 behavior. The basic elements of research methods in psychology and the major psychological approaches to the study of behavior are also discussed.

PSY 2110 Social Psychology (3,2,1) (E)
Prerequisite: PSY 1110 Principles of Psychology
This course is chiefly concerned with understanding the character of the influences of relationships, small groups, and the larger institutions of society. Topics include interpersonal attraction, discrimination, aggression, conformity, group processes and leadership, development of opinions and attitudes, and prosocial behavior in terms of the thought and feelings of the individual involved. The personal and societal applications of social psychology are examined.

PSY 2130 Psychology of Work (3,2,1)
Prerequisite: PSY 1110 Principles of Psychology
This course provides students with the basic concepts in psychology that are essential to the study and understanding of work-related behavior, facilitating interpersonal communication, coping with work-stress, and managing group decision, and leadership.

PSY 2150 Introduction to Health Psychology (3,2,1) (E)
Prerequisite: PSY 1110 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.

PSY 2620 Psychology of Personality (3,2,1) (E)
Prerequisite: PSY 1110 Principles of Psychology
This course aims at stimulating students’ thinking in current issues and controversies in the scientific study of personality. It involves a survey of various theoretical approaches to personality: the psychodynamic, behavioural, humanistic, trait, and information-processing. Topics include personality development, personality dynamics and personality assessment. Current research on the personality of Chinese people will be introduced.

PSY 2630 Abnormal Psychology (3,2,1) (E)
Prerequisite: PSY 1110 Principles of Psychology
This course provides a survey of mental disorders in terms of the emotional, psychological, and cultural constellation of the person. It involves a survey of various mental disorders: anxiety, mood, delusional, developmental and personality. Topics include suicide, schizophrenia and mental retardation. Legal and ethical issues in treatment and therapy are examined.

PSY 2640 Developmental Psychology (3,2,1) (E)
Prerequisite: PSY 1110 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.

PSY 3780 Counselling Theories and Practice (3,2,1)
Prerequisite: PSY 2620 Psychology of Personality
The course provides orientation to counselling as a scientific study of helping relationship. It involves a survey of selected major theories of counselling and their applications. Special counselling areas and populations, and ethical considerations are included.