Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Public Relations and Advertising (*PRA)

Bulletin Year : 2017 & 2018

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
PRA Minor Core Course (#R-PRA-CORE-001)				
	PRAD2005	Introduction to Public Relations and Advertising	3.00	C
PRA Minor Elective Courses (#R-PRA-ELECT-001)				
	ORGC3007	Organizational Communication Training and Development	3.00	E
	ORGC3016	Health Communication	3.00	E
	ORGC4027	Special Topics in Communication Studies	3.00	E
	ORGC4036	Organizational Decision Making and Problem Solving	3.00	E
	ORGC4037	Comprehensive Management Trainee Assessment	3.00	E
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD3017	Strategic Communication and Emerging Media Trends	3.00	E
	PRAD3026	Mobile and Social Network Communication	3.00	E
	PRAD3046	Audience Measurement and Engagement	3.00	E
	PRAD3047	Corporate Social Responsibilities and Stakeholder Engagement	3.00	E
	PRAD3055	Special Topics in Public Relations and Advertising	3.00	E
	PRAD3085	Social Media @ Work	3.00	E
	PRAD4016	Strategic Issues and Crisis Management	3.00	E
	PRAD4025	Branding and Communication	3.00	E
	PRAD4036	Social Communication and Advertising	3.00	E
	PRAD4087	Algorithm and Communication	3.00	E

Remarks:
1. Students have to take PRAD2005.

2. Students are required to take 4 courses from #R-PRA-ELECT-001.

3. To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

4. PRAD3015, PRAD3017 and PRAD3026 will not be opened to non-PRA students starting from AY2020-21.

5. PRAD3055 will no longer be offered starting from AY2020-21. It was retitled as ORGC4027 Special Topics in Communication Studies.

6. From AY2021-22 onwards, ORGC3007 will be retitled as Communication Training for Organizations, PRAD3017 will be retitled as Digital Public Relations, PRAD4025 will be retitled as Brand Strategy and Communication.

* 4-Year Curriculum