

Hong Kong Baptist University  
Curriculum for Minor Programmes

Minor Programme : Public Relations and Advertising (\*PRA)

Bulletin Year : 2021

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
<b>PRA Minor Core Course (#R-PRA-CORE-001)</b>				
	PRAO2005	Introduction to Public Relations and Advertising	3.00	C
<b>PRA Minor Elective Courses (#R-PRA-ELECT-001)</b>				
	PRAO2046	Internal Communication and Employee Engagement	3.00	E
	PRAO3046	Audience Measurement and Engagement	3.00	E
	PRAO3047	Corporate Social Responsibility and Stakeholder Engagement	3.00	E
	PRAO3067	Health Communication	3.00	E
	PRAO3076	Communication Training for Organizations	3.00	E
	PRAO3085	Social Media @ Work	3.00	E
	PRAO4016	Strategic Issues and Crisis Management	3.00	E
	PRAO4025	Brand Strategy and Communication	3.00	E
	PRAO4036	Social Communication and Advertising	3.00	E
	PRAO4057	Organizational Decision Making and Problem Solving	3.00	E
	PRAO4075	Comprehensive Management Trainee Assessment	3.00	E
	PRAO4077	Special Topics in Communication Studies	3.00	E
	PRAO4087	Algorithm and Communication	3.00	E

- Remarks:
1. Students have to take PRAO2005.
  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-Year Curriculum