

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) |
|--|----------|--|------|----------------------------|
| PRA Minor Core Course (#R-PRA-CORE-001) | | | | |
| | PRAO2005 | Introduction to Public Relations and Advertising | 3.00 | C |
| PRA Minor Elective Courses (#R-PRA-ELECT-001) | | | | |
| | 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 |
| | 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