

**Hong Kong Baptist University**  
**Curriculum for Minor Programmes**

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

**Bulletin Year : 2022**

| Course Group  | Course   | Course Title   | Unit | Core (C) /<br>Elective<br>(E) |
|---|----------|--|------|-------------------------------|
| <b>PRA Minor Core Course (3 units) (#R-PRA-CORE-001)</b>              |          |  |      |                               |
|   | PRAO2005 | Introduction to Public Relations and Advertising       | 3.00 | C                             |
| <b>PRA Minor Elective Courses (12 units) (#R-PRA-ELECT-001)</b>       |          |  |      |                               |
|   | PRAO2055 | Programming for Digital Communication                  | 3.00 | E                             |
|   | PRAO3046 | Audience Measurement and Engagement                    | 3.00 | E                             |
|   | PRAO3065 | Fundraising Events, Sponsorships, and Donor Management | 3.00 | E                             |
|   | PRAO3067 | Health Communication and Information Campaigns         | 3.00 | E                             |
|   | PRAO3076 | Communication Training for Organizations               | 3.00 | E                             |
|   | PRAO4025 | Brand Strategy and Communication                       | 3.00 | E                             |
|   | PRAO4036 | Social Communication and Advertising                   | 3.00 | E                             |
|   | PRAO4047 | Service Experiences and Luxury Branding                | 3.00 | E                             |
|   | PRAO4077 | Special Topics in Communication Studies                | 3.00 | E                             |
| <b>** 0-6 units from the following 4 courses: (#R-PRA-ELECT-001A)</b> |          |  |      |                               |
|   | PRAO3085 | Social Media @ Work                                    | 3.00 | E                             |
|   | PRAO3087 | Organization Communication Issues and Processes        | 3.00 | E                             |
|   | PRAO4057 | Organizational Decision Making and Problem Solving     | 3.00 | E                             |
|   | PRAO4066 | Leadership Communication                               | 3.00 | E                             |

- Remarks:
1. Students have to take PRAO2005.
  2. \*\* Students are required to take 4 courses from #R-PRA-ELECT-001, out of these 4 courses, students can only choose at most 2 courses from #R-PRA-ELECT-001A.
  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