

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

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

**Bulletin Year : 2016, 2017 & 2018**

<b>Course Group</b>	<b>Course</b>	<b>Course Title</b>	<b>Unit</b>	<b>Core (C) / Elective (E)</b>
<b>PRA Minor Core Course (#R-PRA-CORE-001)</b>				
	PRAD2005	Introduction to Public Relations and Advertising	3.00	C
<b>PRA Minor Elective Courses (#R-PRA-ELECT-001)</b>				
	ORGC3007	Organizational Communication Training and Development	3.00	E
	ORGC3016	Health Communication	3.00	E
	ORGC4027	Special Topics in Communication Studies	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
	PRAD4016	Strategic Issues and Crisis Management	3.00	E
	PRAD4025	Branding and Communication	3.00	E
	PRAD4036	Social Communication and Advertising	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 no longer 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.

\* 4-Year Curriculum