

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

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

**Bulletin Year : 2019**

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
<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>				
	PRAD3015	Consumer Perspectives in Public Relations and Advertising	3.00	E
	PRAD3017	Strategic Communication and Emerging Media Trends	3.00	E
	PRAD3046	Audience Measurement and Engagement	3.00	E
	PRAD3047	Corporate Social Responsibility and Stakeholder Engagement	3.00	E
	PRAD3067	Health Communication	3.00	E
	PRAD3076	Organizational Communication Training and Development	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
	PRAD4075	Comprehensive Management Trainee Assessment	3.00	E
	PRAD4077	Special Topics in Communication Studies	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 and PRAD3017 will not be opened to non-PRA students starting from AY2020-21.

\* 4-Year Curriculum