following: (1) providing a basic understanding of media firms as business entities operating in the market where a number of forces are interacting; (2) equipping students with the analytical tools in interpreting economic phenomenon in media markets; and (3) enhancing students' knowledge of the media markets in both Hong Kong and mainland China.

COMM 7250   Strategic Public Relations and Crisis   (3,2,1)
                    Management
This course will not only concentrate on communication in crises but also highlights what we can do to prevent or minimize the impacts from crises. We will investigate important concepts of strategic management of public relations, issues management, risk communication, activism, principles of crisis communication, and crisis communication from publics' perspective. In addition, we will incorporate local and overseas cases for students to comprehend how to deal with crises in reality.

COMM 7260   Introduction to Media Management   (3,3,0)
This is an introductory course to study media management in an era of change. The main purpose is to examine and analyse the new challenges being posed by political, economic and technological changes in the new millennium to media management in various Chinese societies. The course will begin with an overview of the media industries in Hong Kong, Taiwan and mainland China. It moves on to deal with media operational strategies, media content production and flow management, media marketing management, information management for media organizations and resources management.

COMM 7270   Media Policies and Regulations   (3,3,0)
This course discusses structural constraints as well as legal and ethical regulations of media operation. Politics of media policy formation, such as political systems, geographical location, and socio-economic factors, will be analysed. The focus is on the current state in the pan-Chinese society within a globalized world context.

COMM 7280   Communication Technologies and   (3,3,0)
                    Media Organizations
The course introduces students to impacts and application of communication technologies with focus on new media, particularly multimedia and the Internet. It discusses the theoretical aspects of impacts of media technologies on communication, organization, and social change. Students will learn to apply the latest communication technologies for development and management of media organization.

COMM 7290   Professional Seminar and   (4,0,0)
                    Application Project
This course is designed to accommodate both student interests and faculty expertise, as well as media professionals' input, by discussing media management issues and problems. Analysis of cases ensures maximum interaction among the students. It also prepares the students for the completion of a group Application Project. The Project demonstrates the ability to apply knowledge and research in analysing or solving a media management problem.

COMM 7300   Consumer Insights   (3,3,0)
This course studies the role consumer behaviour plays in the development and implementation of communication campaigns in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. Global consumer issues including GMO food regulation and consumer activism on company's communication strategies will be examined. Application of current theories and research findings in cross cultural consumer studies will be emphasized.

COMM 7310   International Advertising   (3,3,0)
The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies.

COMM 7510   Public Administration and the Media   (3,3,0)
The course examines the different perspectives on the relationship of public administration and mass media in a modern society. Media factors affecting or facilitating public administration will be discussed. Cases on media relationship and crisis management will be analysed in light of local (Hong Kong) and mainland China settings.

COMM 7520   Cross-cultural Documentary Workshop (0,3,0)
This course enables students to have better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production, and learn how to develop a documentary film idea from various sources based on different cultural environments. Students from different cultural backgrounds will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group projects, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

COMM 7530   Information Design   (0,3,0)
Prerequisite: COMM 7540 Multimedia Production or by
              consent of instructor
The course aims to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

COMM 7540   Multimedia Production   (0,3,0)
The course combines an interdisciplinary approach to multimedia production with emphasis on both developing students' knowledge of the issues around digitalization and convergence and the critically evaluating of multimedia development in terms of technical, business and social aspects. Students are prepared to produce and present media materials for the Internet, for CD-ROMs and other multimedia systems. In addition, the lab-based work is aimed to develop students' skills in interdisciplinary practice and problem solving methodologies.

COMM 7550   Advertising in China   (3,3,0)
The course will help students understand the challenges in planning and implementing an advertising strategy in China. Specifically, students will develop the ability to analyse the dynamic and diverse market environment in China and to stategically plan and implement advertising solutions therein. Issues relevant to developing advertising solutions in China such as understanding her market structure, culture and changing consumption patterns, branding issues faced by international and local firms, and the opportunities and challenges brought on by the new media will be discussed.