

ICM 2110 Introduction to Public Relations (3,*,*) (tbc) and Advertising

This course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, integrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICM 2120 Communication Theory (3,*,*) (tbc)

A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

ICM 2130 Organizational Communication (3,*,*) (tbc)

This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ICM 2140 Graphics and Print Production (3,*,*) (tbc)

Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in the digital space and the output of images and integrated designs to the printed page. This course will empower students to become effective communicators using an array of graphics and print technologies.

ICM 2150 Business Communication (3,3,0) (tbc)

This course is designed to provide insight into current professional practice in the field of integrated communication management. Students will learn how to develop generic skills and competencies required by the industry, and how to manage projects, time and client requirements.

ICM 2210 Creative Advertising Copywriting (3,*,*) (tbc)

This course deals with the concepts and techniques of advertising copywriting by studying the importance of copywriting in the advertising process, setting standards for good advertising copy, outlining the creative process involved, and analysing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

ICM 2220 Public Relations and Media Writing (3,*,*) (tbc)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

ICM 2230 Advertising Media Planning (3,*,*) (tbc)

This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICM 2240 Research Methods (3,*,*) (tbc)

The students will learn basic concepts of research and research methodologies as applied in communication.

ICM 2250 Communication in Professional Practice (3,3,0) (tbc)

This course offers language improvement and writing practice designed to develop the professional-level writing skills needed in a professional business environment. This course is designed to give students a comprehensive view of communication, its scope and importance in business settings. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct writing style to modern business communication.

ICM 2260 Interactive Advertising Management (3,2,1) (tbc)

This course will present fundamental concepts and principles of Interactive Advertising Management. Beginning with an introduction to existing interactive advertising tools the course will then focus on practical application to specified communication problems. Students will acquire useful techniques in managing and selecting media and non media based interactive advertising tools over the course of the marketing communication planning process.

ICM 2270 Media Business Environment (3,2,1) (tbc)

This course intends to address basic issues of the contemporary media business environment from the economic, political, and organizational perspectives. Cases and strategies related to the performance of the media industry in global and local environments will be discussed.

ICM 3110 Integrated Marketing Communication Campaign (3,*,*) (tbc)

The purpose of this course is to examine in depth the steps in researching, planning, implementing and evaluating public relations and advertising campaigns and programmes; to analyse case histories; and to design appropriate PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of public relations and advertising techniques in developing a strategic communication programme.

ICM 3120 Event Management (3,*,*) (tbc)

This course introduces students to the principles and practice of event management. Students will explore the management and planning of a variety of special events, festivals, celebrations and fund-raising programmes and analyse the key processes involved in staging a successful event.

ICM 3130 Social Services Marketing (3,*,*) (tbc)

This course investigates the practices and challenges of government and government related organizations as well as non profit organizations in the marketing of social services. The course discusses the characteristics of social services marketing, the design and implementation of social services campaigns, the different marketing communication tools for social services marketing, and the evaluation of social services marketing efforts.

ICM 3140 Crisis Communication (3,*,*) (tbc)

This course investigates the concepts of crisis management, the relationship between public relations and the handling of crises, and the theories and techniques of planning for crisis communications for an organization. The course will concentrate not only what an organization should do during a crisis, but also on what strategic public relations can do to prevent a crisis from happening. Relevant concepts in strategic public relations management and crisis communication will be investigated to reach that end.