

do at what cost to other public values and goals. It concerns accountability and responsibility, both of governing officials and taxpaying, voting, and demanding citizens. This course also makes special reference to the development and practice of public administration and civil services in Hong Kong and mainland China.

POLS 7060 Research Methods for Public Administration Practitioners (3,3,0)

This course is designed to draw from the experience of class members in conducting research or analysing and applying data useful for public administration as well as to add to their knowledge of current research methodologies used in public administration internationally. Methods of quantitative and qualitative social science research will be examined, with a comparative approach emphasized.

POLS 7070 Project (3,*,*)

Students are expected to demonstrate his/her ability to integrate and apply knowledge related to a specific area of public administration. The project should be conducted independently and a report is required.

PRA 1110 Principles and Practices of Public Relations (3,2,1) (E)

A comprehensive overview of public relations as a vital management communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practice, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined.

PRA 1120 Principles and Methods of Advertising (3,2,1) (E)

A comprehensive overview of advertising, the advertising planning and production process, the socio-economic aspects of advertising, advertising effects, and the future of the advertising industry. The basic perspective is that of the Hong Kong advertising industry, with comparisons of Asia and the West.

PRA 1610 Introduction to Public Relations and Advertising (3,2,1) (E)

Many different communication activities deliver messages both formally through explicit marketing communication programmes and informally through the marketing mix and other corporate contact points. This course focuses on the foundation of advertising and public relations as two of the most important integrated marketing communication elements. The basic perspective is that of Hong Kong and mainland China with comparisons to the West.

PRA 2110 Advertising Copywriting (3,1,2) (C)

Prerequisite: PRA 1120 Principles and Methods of Advertising
The concepts and techniques of advertising copywriting including the importance of copywriting in the advertising process, explicating standards for good advertising copy, outlining the creative processes 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.

PRA 2120 Public Relations Writing (3,2,1) (C)

Prerequisite: PRA 1110 Principles and Practices of Public Relations

The development of writing abilities needed for handling different organizational communication situations. Experience is provided in the practice of other communication techniques adapted to public relations such as public speaking, liaison with the press, and audio-visual communication. Practical exercises and case studies use Chinese and English languages.

PRA 2130 Media Planning (3,2,1) (E)

Prerequisite: PRA 1120 Principles and Methods of Advertising
The principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. New technologies and international aspects that impact on media planning are also examined.

PRA 2140 Consumer Perspectives in Public Relations and Advertising (3,2,1) (E)

Prerequisite: PRA 1110 Principles and Practices of Public Relations and PRA 1120 Principles and Methods of Advertising; or PRA 1610 Introduction to Public Relations and Advertising

This course studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes 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. The effect of consumer activism on company's communication strategies will also be examined.

PRA 2510 Public Relations and Advertising (0,*,*) (tbc) Practicum I

Prerequisite: Year II status and PRA 2140 Consumer Perspectives in Public Relations and Advertising

Students operate an integrated advertising and public relations agency, The Young Agency. Under supervision, each student is assigned a specific position and is required to work in a department within the agency. Students gain practical experience by participating in the planning and execution of actual public relations and advertising programmes. Students become familiar with the techniques of goal-setting, strategy selection and evaluation research.

PRA 2610 Advertising Design and Visualization (3,2,1) (E)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning or PRA 2140 Consumer Perspectives in Public Relations and Advertising

Advanced study of integration of design components in advertising campaign and corporate identity programme. Students will be guided to visualize the design concept using desktop system. They are encouraged to combine their intellectual thinking and competence in using various communication tools to generate innovative, as well as effective, design solution.

PRA 3140 Special Topics in Public Relations and Advertising (3,0,3) (E)

Student may select topics for intensive study such as (1) exhibit and event management, (2) publication and design, (3) multinational advertising and public relations, (4) direct marketing communication, and/or (5) evaluation research.

PRA 3150 Public Relations and Advertising Campaign Planning (3,2,1) (E)

Prerequisite: PRA 1110 Principles and Practices of Public Relations and PRA 1120 Principles and Methods of Advertising

The concepts, attitudes and skills in planning, implementing and evaluating integrated marketing communication campaigns are presented. Emphasis is on practical application and integration of public relations and advertising techniques.

PRA 3160 Public Relations in Greater China (3,2,1) (tbc)

Prerequisite: PRA 1110 Principles and Practices of Public Relations or PRA 1610 Introduction to Public Relations and Advertising

This course investigates the development of public relations in the Greater China region, including mainland, Hong Kong, Taiwan and Macau. The global theory of public relations is included and

discussed how to apply this theory to the Greater China region. In addition, we will analyse practices of multinational and local public relations firms in this region and how multinational corporations use public relations entering this market. To help students familiarize the practices of public relations in this region, we will also investigate different issues practitioners usually encounter in their practices. For better comprehend the concepts provided in this course, case studies will be provided.

PRA 3180 New Media in Advertising and Public Relations (3,2,1) (E)

Prerequisite: PRA 2140 Consumer Perspectives in Public Relations and Advertising

This course examines new media technology and the ways which it influences and converges with traditional media in advertising and public relations. In-depth examination of the uses and effects of various new media, such as Internet, multimedia and other technological trends in communication will be emphasized. This course is aimed to develop and equip students with ability to plan, execute and evaluate new media in advertising and public relations.

PRA 3200 Advertising in China (3,2,1) (tbc)

Prerequisite: PRA 2130 Media Planning or PRA 2140 Consumer Perspectives in Public Relations and Advertising

This course investigates the practices and challenges of the advertising industry in mainland China. The course discusses the development of commercial and public services advertising, the organization and operation of advertising agencies in China, the dynamic changes in Chinese economy as well as consumer culture and the regulatory system of the advertising industry in mainland China.

PRA 3230 Financial Public Relations (3,2,1) (tbc)

Prerequisite: PRA 2140 Consumer Perspectives in Public Relations and Advertising

This course investigates the application of public relations in the financial sectors. It also examines how to develop trust and strengthen relationships between financial institutions and their various stakeholders via strategic financial marketing communication programmes.

PRA 3310 Cases Studies in Public Relations and Advertising (3,3,0) (E)

Prerequisite: PRA Year III standing

A good way to learn about making decisions regarding marketing and organizational communication is through the study of contemporary examples of their practices with an eye to developing a toolkit of skills. Cases studies bring marketing and organizational communication to life in ways that theoretical textbooks and classroom lectures cannot. This course presents cases that marketing and organizational communicators often face while illustrating the underlying principles of public relations and advertising. Students are to apply these communication principles in (1) identifying organizational/consumer issues and problems, (2) analysing available strategic choices consistent with the underlying factors operating in the situation that could help solve, resolve and dissolve the issues and problems, and (3) making recommendations that tactically carry out the strategies while considering the implications of the actions.

PRA 3430 Public Relations and Advertising Agency Management (3,2,1) (E)

Prerequisite: PRA 1110 Principles and Practices of Public Relations and PRA 1120 Principles and Methods of Advertising; or PRA 1610 Introduction to Public Relations and Advertising

The organization and management of multinational and local public relations consultancies and advertising agencies. The complex roles and functions of various departments in these organizations are analysed.

PRA 3440 Branding and Communication (3,2,1) (E)

Prerequisite: PRA 2140 Consumer Perspectives in Public Relations and Advertising

This course investigates brands—why they are important, what they represent to consumers, and how advertising and PR professionals could enhance the value of a brand. The course discusses the concept of brand equity, how one creates brand equity and how one measures it. Marketing concepts and the role of integrated marketing communication (IMC) in building brand equity would be discussed.

PRA 3460 Social Communication and Advertising (3,3,0) (E)

Prerequisite: PRA 1120 Principles and Methods of Advertising or PRA 1610 Introduction to Public Relations and Advertising

Examination of advertising as a form of social communication in contemporary society. Stressed are the meanings and functions of advertising in modern culture and advertising's psychological, ideological, and sociological implications. Relevant ethical dimension and responsibilities are considered.

PRA 3470 Crisis Communication and Public Relations (3,3,0) (E)

Prerequisite: PRA 1110 Principles and Practices of Public Relations or PRA 1610 Introduction to Public Relations and Advertising

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. Relevant ethical dimensions and responsibilities are considered.

PRA 3510 Public Relations and Advertising Practicum II (0,*,*) (tbc)

Prerequisite: Completion of PRA Year II

Students operate an integrated advertising and public relations agency, The Young Agency. Under supervision, each student is assigned a specific position and is required to work in a department within the agency. Students gain practical experience by participating in the planning and execution of actual public relations and advertising programmes. Students become familiar with the techniques of goal-setting, strategy-selection, and evaluation research.

PRA 3530 Public Relations and Advertising Internship (0,0,0) (tbc)

Public Relations and Advertising students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Department of Communication Studies after the internship.

PRA 3590 Public Relations and Advertising Honours Project (3,*,*) (tbc)

Prerequisite: Completion of PRA Year II

Individual students independently construct an integrated marketing communication campaign proposal for a client. Under the guidance of a chief adviser, each student works for a client, researches the competitive situation; identifies and researches target markets; constructs a specific part of an integrated marketing communication campaign such as creative, media, public relations, Internet marketing, or other promotional activities. Students can also choose to contact an original study on a specific topic in the areas of public relations or advertising.

PRA 3610 Advanced Advertising Design and Visualization (3,2,1) (E)

Prerequisite: PRA 2610 Advertising Design and Visualization or PRA 2110 Advertising Copywriting

The creative and visual aspects of advertising design. Students