

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

are required to generate creative ideas and visualize their concepts aided by computer. Learning will be emphasized through the hands-on practice of assignments and projects.

**PRA 3620 Advanced Public Relations Writing (3,2,1) (tbc)**

Prerequisite: PRA 2120 Public Relations Writing

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. The course advances the level of competency by building on second-year introductory public relations writing course. It explores, especially, writing abilities necessary for handling different and more complex communication situations. Supervised and individual experiences in communication techniques such as public speaking, liaison with the media and audio-visual/Internet communications are assigned. Practical exercise and case studies are conducted in both Chinese and English languages.

**PRA 3630 Advanced Advertising Writing (3,2,1) (tbc)**

Prerequisite: PRA 2110 Advertising Copywriting

This course stresses additional creative copywriting exercises with a specific application to individual media. Moreover, the students are encouraged to bridge up the task of promotional communications with that of strategic marketing planning in the form of advertising campaign. Hands-on practices in the preparation of different forms of advertising copywriting are required in the class. Practical exercises and case studies are conducted in both Chinese and English languages.

**PRAD 2005 Introduction to Public Relations and Advertising (3,2,1) (tbc)**

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.

**PRAD 2007 Principles and Methods of Advertising (3,2,1) (tbc)**

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

**PRAD 2015 Principles and Practices of Public Relations (3,2,1) (tbc)**

The primary objective of this course is to familiarize students with the basic concepts/principles and practices of public relations. It provides a comprehensive overview of public relations as a vital communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practices, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined. It is the foundation course for other courses in public relations.

**PRAD 3005 Advertising Copywriting (3,1,2) (tbc)**

Prerequisite: PRAD 2007 Principles and Methods of Advertising  
This course deals with the concepts and techniques of advertising copywriting by introducing the importance for advertising copy. By establishing a basic understanding of advertising approach, starting from a brief to an advertising campaign, conceptual thinking and practical works will be demonstrated simultaneously.

**PRAD 3006 Media Planning (3,2,1) (tbc)**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations, PRAD 2007 Principles and Methods of Advertising or PRAD 2005 Introduction to Public Relations and Advertising

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.

**PRAD 3007 Advertising Design and Visualization (3,2,1) (tbc)**

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.

**PRAD 3008 Public Relations and Advertising Practicum I (0,\*,\*) (tbc)**

Prerequisite: Year III standing

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.

**PRAD 3009 Public Relations and Advertising Practicum II (0,\*,\*) (tbc)**

Prerequisite: Year III standing

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.

**PRAD 3015 Consumer Perspectives in Public Relations and Advertising (3,2,1) (tbc)**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations, PRAD 2007 Principles and Methods of Advertising or PRAD 2005 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.

**PRAD 3016 Public Relations and Advertising Campaign Planning (3,2,1) (tbc)**

Prerequisite: PRAD 2007 Principles and Methods of Advertising or PRAD 2015 Principles and Practices of Public Relations

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.