

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 communications (IMC) in building brand equity would be discussed.

PRAD 4026 Cross-cultural Advertising (3,3,0) (tbc)

Prerequisite: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

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.

PRAD 4027 Financial Public Relations (3,2,1) (tbc)

Prerequisite: PRAD 2015 Principles and Practices of Public Relations

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.

PRAD 4035 Public Relations in Greater China (3,2,1) (tbc)

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.

PRAD 4036 Social Communication and Advertising (3,3,0) (tbc)

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

This course provides an in-depth 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 dimensions and responsibilities are elaborated.

PRAD 4895 Public Relations and Advertising (3,*,*) (tbc) Honours Project

Prerequisite: Completion of PRA Year III

The project allows students to develop an independent, integrated communication management campaign proposal for an actual client. Under the guidance of advisers, students are assigned to work on an account (the client), research the competitive situation, identify the target audience, and construct a specific part of an integrated communication campaign. Students can also choose to conduct an original research study on a specific topic in the areas of public relations or advertising.

PSY 1110 Principles of Psychology (3,2,1) (E)

This course introduces the basic concepts in psychology and serves as a foundation course in psychology. Major topics include biological and developmental processes, perception and consciousness, learning and thinking, motivation and emotion,

personality and individuality, adjustment and mental health, and social behaviour. The basic elements of research methods in psychology and the major psychological approaches to the study of behaviour are also discussed.

PSY 2110 Social Psychology (3,2,1) (E)

Prerequisite: PSY 1110 Principles of Psychology

This course is chiefly concerned with understanding the character of the influences of relationships, small groups, and the larger institutions of society. Topics include interpersonal attraction, discrimination, aggression, conformity, group processes and leadership, development of opinions and attitudes, and prosocial behaviour in terms of the thought and feelings of the individual involved. The personal and societal applications of social psychology are examined.

PSY 2130 Psychology of Work (3,2,1) (tbc)

Prerequisite: PSY 1110 Principles of Psychology

This course provides students with the basic concepts in psychology that are essential to the study and understanding of work-related behaviour, facilitating interpersonal communication, coping with work-stress, and managing group decision, and leadership.

PSY 2140 Coping with Life Challenges (3,2,1) (tbc)

The course aims to provide students with background knowledge on the processes involved in adjustment of individuals to their personal and social environments. The course surveys people's responses to major change, conflict, stress, and frustration in life. Emphasis is placed on understanding, evaluating and improving psychological adjustment. Students will have an opportunity to explore key theories, concepts and techniques in psychology concerning personal growth and behaviour change; and apply them to deal with different crisis situations in life. Topics covered include personality, aspects of the self, stress, social influence, interpersonal attraction and communication, emotional expression, transition and trauma, gender roles and differences, sexual expression, workplace challenges and developing healthier behaviours. Techniques for managing stress, reducing anxiety, coping with anger, increasing assertiveness, and achieving self-control are also considered in this course. Students will consolidate and reflect on their learning regularly through case studies of life challenges.

PSY 2620 Psychology of Personality (3,2,1) (E)

Prerequisite: PSY 1110 Principles of Psychology

This course aims at stimulating students' thinking in current issues and controversies in the scientific study of personality. It involves a survey of various theoretical approaches to personality: the psychodynamic, behavioural, humanistic, trait, and information-processing. Topics include personality development, personality dynamics and personality assessment. Current research on the personality of Chinese people will be introduced.

PSY 2630 Abnormal Psychology (3,2,1) (E)

Prerequisite: PSY 1110 Principles of Psychology

This course provides a survey of mental disorders in terms of the emotional, psychological, and cultural constellation of the person. It involves a survey of various mental disorders: anxiety, mood, delusional, developmental and personality. Topics include suicide, schizophrenia and mental retardation. Legal and ethical issues in treatment and therapy are examined.

PSY 2640 Developmental Psychology (3,2,1) (E)

Prerequisite: PSY 1110 Principles of Psychology

This course is mainly concerned with understanding the different aspects of psychological development such as physical, perceptual, language, cognitive, emotional, social and moral development. It covers developmental changes from conception to old age including death and dying. Current research on the psychological development of Chinese people will be introduced.