

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 Media Organizations (3,3,0)**

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 Application Project (4,0,0)**

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 strategically 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.

**COMM 7560 Political Communication and Public Opinion (3,3,0)**

The course will help students understand various aspects of political communication in modern society, and will prepare them for taking different social roles which require skills of strategic communication or professional journalistic writing in the context of Chinese societies. This course is interdisciplinary that draws upon a variety of literatures from media studies, political science, sociology, strategic communication, and journalism. The class embraces both theory and practice. The first part of this class will help students to lay a solid ground for understanding the dynamic relationships between media, politics, and democracy, with a special emphasis on the media systems in Greater China. The second part of this class will help students to build up skills of strategic political communication and journalistic writing on public opinion and politics.

**COMM 7570 Youth, Media and Consumption (3,3,0)**

Children and youth are a big global market. Marketers are interested in the effectiveness of their marketing communication in selling products, ideas, services to them. The underlying concern of parents and public policy makers is whether marketing communication to youth exploits children/youth and manipulates them to buy things they do not need. The course aims at equipping students to make informed decision about marketing to children/youth or regarding suggestions made about

limiting marketing to children/youth. The course will begin with the cognitive and affective responses toward commercial communication, as well as development of the understanding of brands among young consumers. Parental and peer influence and the application of integrated marketing communication will be explored. Ethical issues involved in marketing and advertising to young consumers will be discussed. The course will conclude by examining issues related with undesirable consequences of advertising to young consumers, such as gender stereotyping and materialism.

**COMM 7580 Social Media Marketing (3,3,0)**

The advent of social media and mobile media devices, such as smartphones and tablet, is rapidly changing human interaction, including business models. Millions of people worldwide are living much of their lives on SNS, such as Facebook, Twitter, Blog, YouTube and LinkedIn in the United States, and Renren, Weibo in China. Global Internet users spent more than one fifth of online time on social network sites or blogs. The trend exemplifies that human interaction, including business environment, has being deeply transformed by social media.

**COMM 7710 Independent Readings in Communication (3,\*,\*)**

Readings are especially designed by the instructor for and tailored to the student to broaden intellectual perspective and to provide indepth understanding of specific research areas.

**COMM 7720 Proseminar in Communication (1,1,0)**

This course is an overview of communication studies and in areas intends to build on a basic foundation. It will take students further into the field to develop an appreciation of contributions of parallel domains in the social sciences and humanities and connection to them. Students will be trained to think critically about the issues across areas, seek inspiration in previously unfamiliar areas, and reflect on their own research.

**COMM 7730 Academic Research Taskforce (3,3,0)**

Prerequisite: COMM 7740 Research Methods in Communication

The aim of this course is for research postgraduate students to master hands-on academic research skills through practice and experiential learning under the direction of faculty members. Students will carry out primary research to become familiar with step-by-step execution of specific research method(s), along with necessary fine-tuning of the operational details in one or more quantitative and qualitative research methods.

**COMM 7740 Research Methods in Communication (3,3,0)**

The course covers the conceptual process and operational procedure in research including conceptualization and study design, operationalization and instrumentation, data collection and data analysis, as well as interpretation of findings and writing the report. Related topics on validity, reliability, and ethical issues in conducting research on humans are integral part of the content.

**COMP 1000 Supplementary Computer Programming Laboratory (0,1,3) (E)**

This course introduces basic operating system commands and problem solving skills, and provides students with fundamental structured programming practices.

**COMP 1005 Essence of Computing (3,2,2) (E)**

This course provides students with an overview of Information & Communication Technologies, together with basic knowledge of computer-oriented problem solving methodologies, algorithm development, programming concepts and design techniques.

**COMP 1006 Facets of Computing (1,1,0.5) (E)**

This course provides students with an overview of core areas in computing, an appreciation of their potentials and limitations, and a glimpse of the career path of IT professionals.

**COMP 1020 Introduction to Information Systems (1,1,0) (E)**

This course provides students an overview of the IS programme, the different involved specialties in the computer science and information systems fields in the business domain, and a glimpse of the career path of IS professionals.

**COMP 1150 Object-Oriented Programming (3,3,2) (E)**

Prerequisite: COMP 1170 Introduction to Structured Programming or COMP 1180 Structured Programming

This course introduces the object-oriented programming concepts, principles, and techniques, including classes, objects, inheritance, and polymorphism. All these concepts are illustrated via a contemporary object-oriented programming language.

**COMP 1160 Database Management (3,2,1) (E)**

This course introduces how to represent the data in a database for a given application and how to manage and use a database management system. Topics include: conceptual modelling of a database, relational data model, relational algebra, database language SQL and relation database design. In addition, hands-on DBMS experience is included. Students who have received credits for COMP 1160 are not allowed to take I.T. 1530, or vice versa.

**COMP 1170 Introduction to Structured Programming (3,2,1) (E)**

This course introduces a methodical approach to programme development, starting from problem formulation and specification, through design of the solution, implementation, and documentation, to evaluation of the solution. The course matter is taught through a high-level structured programming language. This course is not available to Computing Studies, Computer Science and Physics majors with Computer Science concentration.

**COMP 1180 Structured Programming (3,3,2) (E)**

This course provides students with basic knowledge of computer-oriented problem solving methodologies, algorithm development, structured programming concepts and design techniques, and implementation tools that facilitate debugging and testing. In particular, structured programming skills will be illustrated with a contemporary programming language. This course is open to Computer Science majors, Computing Studies majors, and Physics majors with Computer Science concentration only.

**COMP 1210 Data Structures and Algorithms (3,2,1) (E)**

Prerequisite: COMP 1170 Introduction to Structured Programming or COMP 1180 Structured Programming

This course develops students' knowledge in data structures and the associated algorithms. It introduces the concepts and techniques of structuring and operating on Abstract Data Types in problem solving. Common sorting, searching and graph algorithms will be discussed, and the complexity and comparisons among these various techniques will be studied.

**COMP 1320 Computer Organization (3,3,0) (E)**

This course introduces the organization of digital computers, the different components and their basic principles and operations.

**COMP 1600 Software Development Workshop I (0,2,2)**

Prerequisite: COMP 1180 Structured Programming

This workshop introduces the basic concepts in network and server administration, web server programming and multimedia. Practical hands-on experience on server administration, web programming and multimedia tools will be emphasized.

**COMP 1610 Interactive Computing for Visual Communication (3,3,0) (E)**

Media convergence has transformed the computational machine into an unprecedented rich multimedia communication medium with ubiquitous connectively and interactive capability. This