HUMN 4027   The Double Face of Creativity: (3,2,1)
Fact and Fiction
This course aims to demonstrate the interrelationship between fact and fiction in the writing of creative works through the examination and discussion of the historical fiction. While it is generally believed that fact and fiction are two different and sometimes even opposite writings which happen in different contexts, this course hopes to show that they are two sides of the same coin. Through a study of the historical fiction, students will see the creative aspects of a critical research, and how being critical is an important step towards creativity. (This course is cross-listed as WRIT 4015.)

HUMN 4035   Special Topic in Theory and   (3,2,1)
Culture
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to theory and culture. Students will look at cultural issues from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4036   Special Topic in Media and   (3,2,1)
Cultural Studies
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to media and cultural studies. Students will examine the selected media and culture topic from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4037   Special Topic in Creative Arts   (3,2,1)
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to arts. Students will look at creative arts from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own creative work and/or critical judgment.

HUMN 4898-9 Honours Project   (3,3,0)
This course aims to engage students in an independent research and the production of an extensive research or creative effort throughout an academic year.

ICM   2110   Introduction to Public Relations   (3,*,*) (E)
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,*,*) (E)
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,*,*) (E)
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,*,*) (E)
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) (E)
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   2210   Creative Advertising Copywriting   (3,*,*) (C)
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   (3,*,*)
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.

ICM   2230   Advertising Media Planning   (3,*,*) (E)
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,*,*) (E)
The students will learn basic concepts of research and research methodologies as applied in communication.

ICM   2250   Communication in Professional   (3,3,0)
Practice
This course is designed to provide views on current professional practice in the advertising and PR fields. Students will learn how to develop generic skills and competencies necessary for the industry and managing projects, time and client requirements.

ICM   2260   Interactive Advertising   (3,2,1) (E)
Management
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) (E)
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 (3,*,*) (E) Communication Campaign

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,*,*) (E)

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,*,*) (E)

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,*,*) (E)

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.

ICM 3150 Integrated Communication (0,0,0) Management Internship

ICM 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 Course Director after the internship.

ICM 3210 Recreation, Sports and (3,*,*) (E) Entertainment Promotion

This course aims to equip students with strategic communication and management techniques to cope with the rapidly expanding recreation, sports and entertainment industries. These professionals are not only required by recreation, sport and entertainment organizations but also essential in other private, public and voluntary organizations with the objective of promoting their corporate images, products or services via these leisure and entertainment events.

With an emphasis in recreation, sport and entertainment events, this course incorporates key elements of successful PR event management and promotion strategies in these industries which stressed audiences' experiences, including live and mediated forms. Introduction to these experiential industries, planning in stage events, sponsorship, audience analysis as well as media and community relations will also be covered.

ICM 3220 Global Marketing Strategies (3,*,*) (E)

This course introduces students to the various issues concerning global marketing which are affected by a variety of factors that are socioeconomic, political, legal as well as financial and cultural, all of which are in many ways affecting international marketing operations. Students will learn to analyse the characteristics of selected regional markets and strategic options for entry and expansion in those markets and also international marketing mix decisions. By the end of the course, students should have a greater understanding of the various issues behind the practical problems of global marketing and should be able to develop corporate marketing strategies for global markets for specific companies.

ICM 3230 Advertising and Society (3,*,*) (E)

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 dimension and responsibilities are considered.

ICM 3240 Intercultural Communication (3,*,*) (E)

The course will cover some important theories and practices which underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

ICM 3310 Marketing Communication in (3,*,*) China

This course investigates the development and use of integrated marketing communication in China. The socio-political-economic issues affecting the practice of IMC in China will be discussed to provide students with a general background. To help students become familiar with these practices, we will also investigate regulatory and ethical issues, consumer behaviours, direct marketing and corporate social responsibilities, to understand how practitioners encounter and handle IMC issues. To better comprehend the concepts provided in this course, case studies will be used and guest speakers will be invited.

ICM 3320 Special Topics in Communication (3,*,*) (E)

This course provides detailed study of special topics of importance in public relations, advertising and integrated marketing communication. Each student will select at least one of the five special topics for intensive study.

ICM 3330 Strategic Public Relations (3,*,*) (E)

This course goes beyond the traditional perspective on public relations executions by emphasizing strategic elements of public relations. It focuses on relationship of public relations management to organizational structure, communication functions and organizational effectiveness.

ICM 3340 Marketing Principles (3,*,*) (E)

This course introduces students to the principles of marketing in the global economy. There is a strong emphasis on how organizations create customer value through marketing strategy planning. Students will be able to learn buyer behaviour, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

ICM 3350 Consumer Behaviour (3,*,*) (E)

This is a consumer behaviour course that applies applications of social science concepts to the understanding of consumers. Its major objective is to provide students with an interdisciplinary study, using various behavioural sciences concepts to explain consumer motivation and consumption behaviour. The course will also incorporate research findings from various behavioural sciences (e.g. psychology, sociology and marketing) in the discussion. Major topic areas include information processing, involvement, affect and emotion, attitudes and attitude change, individual factors (e.g. personality), group process (e.g. reference group and family/household influences), social influences (e.g. culture and subcultures), consumption decision and post-decision processes.