

to the performance of the media industry in global and local environments will be discussed.

ICM 3110 Integrated Marketing Communication Campaign (3,*,*) (E)

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 Management Internship (0,0,0)

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 Entertainment Promotion (3,*,*) (E)

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 China (3,*,*)

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.