

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) (E)

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) (E)

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) (E)

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) (E)

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 2016 Web 2.0 and Social Media (3,2,1) (E)

Online communities, social networking sites, blogging, and other interactive uses of information technology are changing the way people obtain information, be entertained, and communicate with one another. An understanding of Web 2.0 and Social Media is critical for the communication professional of today and tomorrow, who is trying to be heard in the rapidly evolving new media landscape. This course aims to enable students to acquire a detailed, critical understanding of the impact of Web 2.0 and Social Media on society, organizations, and individuals and be informed of the opportunities and challenges for communication practice brought about by innovations in digital and interactive media.

PRAD 3005 Advertising Copywriting (3,1,2)

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)

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)

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,*,*)

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,*,*)

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)

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)

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