

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.

**PRAD 3017 Digital Public Relations (3,2,1)**

Prerequisites: PRAD 2005 Introduction of Public Relations and Advertising, PRAD 2015 Principles and Practices of Public Relations or ORGC 2007 Organizational Communication

This course introduces the trend of digital media use and its effects on user generated content (electronic word of mouth) and strategic public relations. Through in-depth examination of the uses and effects of various new media (e.g. blogs/microblogs, online newswires, podcasts, social networking services, mobile devices), students should be able to develop communication strategies for public relations practices. This course is aimed to equip students with ability to plan for public relations campaigns in the ever changing media environment.

**PRAD 3025 International Field Study in Public Relations and Advertising (3,2,1)**

Prerequisite: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

Students travel abroad to engage in cross-cultural learning both to familiarize themselves with host countries' ways of thinking and communicating as well as to acquire a deeper self-awareness and understanding of their own culture. This course aims at advancing students' professional development by observing how their intended profession is undertaken in circumstances different from those in their home country.

**PRAD 3026 Mobile and Social Network Communication (3,2,1)**

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

This course provides an introduction to this new media and explores its potential and constraints from the perspective of advertising and public relations. This course will take a holistic and practical approach by first examining the general working principles of the most popular social networking websites. Case studies of successful commercial applications of the mobile and social networking will be conducted. Students will develop a solid theoretical foundation for their own project development. Students will develop campaign strategy (e.g. creating fans club) which can fully leverage the potential of mobile and social networks.

**PRAD 3027 Digital Audio and Video Production (3,2,1)**

This course provides an introduction to the creation and use of sequence and time-based media for storytelling and persuasion, as well as its application in advertising, public relations and organizational communication. Building on the foundations for design with discrete media, sequences and time add unique potential for the communication process.

**PRAD 3035 Public Relations Writing (3,2,1)**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations

The development of writing abilities needed for handling different organizational communication situations. Experience is provided in the practice of other communication techniques adapted to public relations such as public speaking, liaison with the press, and audio-visual communication. Practical exercises and case studies use Chinese and English languages.

**PRAD 3036 Strategic Issues and Reputation Management (3,0,3)**

Prerequisite: PRAD 2005 Introduction to Public Relations and Advertising or PRAD 2015 Principles and Practices of Public Relations

This course provides detailed study of issues management in various types of organizations. Issues directly contribute to organizational effectiveness and reputation. Issues management, as an organizational management function, is closely related to an organization's strategic planning and communication management.

**PRAD 3037 Visual Design (3,2,1)**

This course will introduce students to a comprehensive understanding of the effective usage of digital typography and incorporating typography into print communications. The structure is a combination of fundamental typography, alignments and grid systems as well as understanding of visual hierarchy arrangement of both text and visual images. Fundamental principles and hands-on study in 2 dimensional and 3 dimensional image-processing graphics systems will also be introduced.

**PRAD 3045 Managing Internal Public Relations (3,3,0)**

Pre-requisites: PRAD2015 Principles and Practices of Public Relations or PRAD2005 Introduction to Public Relations and Advertising

Internal communication and employee relations are public relations functions specifically dedicated to building, engaging, and maintaining relationship with internal publics. Employees are assets and the primary publics to manage: Studies show employee satisfaction can lead to better performance with making fewer errors at workplace, and the satisfaction can be improved by well-planned internal communication strategies by the organization. Moreover, employees can function as ambassadors of an organization especially when the organization experiences threats and crises. This course teaches the importance of internal and employee communication and introduces how organizational messages can be conveyed effectively throughout its employees that are in different levels (or the same level) within the organization. Major challenges and conflict resolution processes in managing internal relations will be also introduced.

**PRAD 3055 Special Topics in Public Relations and Advertising (3,0,3)**

Prerequisite: PRAD 2015 Principles and Practices of Public Relations or PRAD 2007 Principles and Methods of Advertising

This course provides detailed and intensive study of special topics of importance in public relations and advertising. Depending of the expertise of the teaching faculty, one or more special topics in the section of course content will be covered. New special topics can be added.

**PRAD 4005 Crisis Communication and Public Relations (3,3,0)**

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

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. This 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.

**PRAD 4006 Research Practices in Public Relations and Advertising (3,0,3)**

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course is based on the concepts of research methods and their applications to the study of public relations and advertising. It focuses on hands-on experience of applying various types of research, data collection, and data analysis/statistical techniques for understanding of stakeholder behaviours and media consumption, designing communication strategies, or testing creative concepts. This course is designed to help students develop research skills in practice.