

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) (E)**

The course will help students understand the challenges in planning and implementing an advertising strategy in China. Specifically, students will develop the ability to analyze the dynamic and diverse market environment in China and to strategically plan and implement advertising solutions there. Issues relevant to developing advertising solutions in China will be discussed, such as understanding its market structure, culture, consumption patterns, branding issues in international and local business, as well as the opportunities and challenges brought on by the new media. Being an institution, business and industry, advertising has been a major force shaping market development in China. The course is designed to enhance the students' understanding of the fast-changing market environment there and to assist them in developing the strategic thinking and skills necessary to plan and implement advertising programs.

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

The course introduces various aspects of political communication in modern society. It attempts to acquaint students with studies of the nature of news media coverage of politics, the effects of news coverage on the public and policy, and the relationship between news media and policy makers. A good part of the course is devoted to political communication in the digital context.

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

Young people are a global market for products, services and ideas. "Youth" is defined as the population aged between 15 and 24. This course aims to equip students with the knowledge needed to make informed decisions about marketing to young people or to weigh suggestions made about limiting marketing to "youth". The Course will examine the interplay of the youth segment and the market environment. Based on research evidence, students will identify issues related to youth and media usage, and the roles of personal as well as marketing communication on youth consumption.

**COMM 7580 Social Media Marketing (3,3,0) (E)/(P)**

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 7610 Social Services Marketing and Communication (x,x,x) (E)**

This course investigates the practices and challenges of government or government-related organizations as well as non-profit organizations in the communication of social causes and the marketing of social innovations. The course discusses the characteristics of social services marketing, the design and implementation of social innovations and social entrepreneurship, the strategic marketing communication tools, and the evaluation of marketing communication efforts.

**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)**

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.