

Structures and barriers developed within and between cultures as they affect communication will be examined.

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

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 3350 Consumer Behaviour (3,*,*)

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, affects 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.

ICM 3360 Journalism and Society (3,*,*) (C)

This course explores both the practical and theoretical dimensions of journalism. It will start with a discussion of news patterns and major problems in local journalism. The course will then introduce various perspectives in understanding the journalistic practice in Hong Kong and elsewhere. Journalism will be presented as both a social process and a profession. Students may expect to learn the intellectual foundations of both the professional duty of a journalist and the role of journalism in society.

ICM 3370 Journalism Theory (3,*,*) (E)

This course walks students through a number of most influential theories of journalism regarding the performance, role, function and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China region. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institutions; (2) to give students an ability to critically evaluate the interplay between journalism and the larger socio-political environment; and (3) to enhance students' knowledge about the production, content, meaning and impact of news.

ICM 3390 Digital Communication (3,*,*)

This course aims at giving students an overview of the process of digital communication, and how digital media are used in various media industries. It will first introduce the nature and characteristics of digital media, and their relations to the changing nature and media activity of audience. The course will then

focus on how digital media are used in various media industries including journalism, public relations and advertising. At the end, students will gain hands-on skills in producing works in digital communication.

ICM 3420 Understanding Theatre Arts (3,*,*) (E)

In this course, students will learn to understand and appreciate different performing arts genres including dance, drama, stand-up comedy, music and musical. Emphasis will be placed on the aesthetic principles of the modern society. Students will learn how to appreciate a performance and will have to attend live shows/concerts for cultural experience and journal-keeping.

ICM 3430 Visual Communication in Multimedia (3,*,*) (E)

This course aims at developing students' aesthetic sense and creativity on visual communication. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. desktop publishing, video production and editing, and multimedia design). Through hands-on practices, students will be capable to visualize their ideas effectively in the media world.

ICM 3440 Television and Hong Kong Society (3,*,*)

This course focuses on the study of Hong Kong television and social change, the role of TV in the formation and maintenance of Hong Kong cultural identities, and its impact on other media and on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

ICM 3460 Fashion Communication (3,3,0) (E)

This course adopts an interdisciplinary approach to investigate fashion communication as a specialized topic of communication studies. The notion of fashion will be assessed from different dimensions—textual, visual, physical, psychological and spatial; its intricate relations to art, culture, history, philosophy, media, marketing, democracy, discrimination and exploitation will be addressed. Meanwhile, the means of communication adopted by the international fashion conglomerates to market fashion, inclusive of fashion shows, journalism and advertising in the Asian context, will also be examined.

ICMT 3005 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.

ICMT 3007 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.

ICMT 3015 Creative Advertising Copywriting (3,*,*) (C)

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.