ICMT 3205 Visual Communication in (3,*,*) (E) Multimedia

The 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.

ICMT 3215 Special Topics in Communication (3,*,*) (E)

This course provides detailed and intensive study of special topics of importance in communication. Depending on 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.

ICMT 4005 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.

ICMT 4015 Communication in Professional (3,3,0) (E) Practice

This course is designed to provide views on current professional practice in the advertising and PR fields. Students will learn how to develop generic skills and competencies necessary for the industry and managing projects, time and client requirements.

ICMT 4025 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 on 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.

ICMT 4035 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.

ICMT 4045 Integrated Marketing (3,*,*) (E) Communication Campaign

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.

ICMT 4055 Integrated Marketing (3,*,*) (E) Communication Honours Project

The project allows students to develop an independent, integrated marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated marketing communication campaign such as creative, media, public relations, internet marketing, multi-media presentation, or other promotional activities. Students can also

choose to conduct an original study on a specific topic in the areas of public relations or advertising.

ICMT 4065 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.

ICMT 4075 Public Relations and Media (3,*,*) (E) Writing

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

ICMT 4085 Recreation, Sports and (3,*,*) (E) Entertainment Promotion

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.

ICMT 4095 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.

ICMT 4105 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.

ICMT 4115 Marketing Communication in (3,*,*) (E) China

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.

ICMT 4125 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.

ICMT 4905 Integrated Communication (0,0,0) Management Internship
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.

ISEM 1110 IT for Daily Life (3,3,0)
This course will provide students with an understanding of the use of IT in daily life. The implications of the IT explosion for you as on individual and for the society as a whole will be discussed in the course. In particular, we will discuss a variety of IT topics including starting and doing business on the Internet, e-communication and e-collaboration, mobile computing and persuasive computing, digital divide, and e-learning. We will also explore many of the problems with the IT explosion such as security, privacy, e-crime, intellectual property rights, and ethical issues. Solutions to the above problems will be discussed.

ISEM 1610 Business Information Systems (3,3,0) Fundamentals
The widespread dissemination of information technology coupled with the expanding application of Internet technology creates a new way of doing business in the international marketplace. This course introduces how modern information systems impact upon the strategies and operations of both public organizations and private companies. There will be emphasis on business information systems in Hong Kong. This course is offered to non-BBA ISEM concentration students only.

ISEM 2005 Management Information Systems (3,3,0) (E)
The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

ISEM 2006 Programming for Business (3,3,0) Applications
The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the Rapid Application Development (RAD) tools.

ISEM 2007 Information Systems for Marketing (3,3,0) Decisions
The purpose of this course is to provide students with an overview of information systems in the business world and its applications in marketing areas. It presents an organisational view of how to use information technology to obtain organisational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organisations, and provide useful products and services to customers. Topics covered include organizational foundations of information systems, strategic use of information systems, development of information systems, social and ethical issues involved with information systems. Emphasis will be put on how these are related to marketing functions.

ISEM 2110 Programming for Business (3,3,0) Applications
The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the RAD Tools.

ISEM 2450 Management Information Systems (3,3,0) (E)
Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business, I.T. 1120 Business Information Systems or equivalent
The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

ISEM 2600 Data Management in Business (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3005 Business Systems Analysis and (3,3,0) (E) Design
Prerequisite: ISEM 3006 Data Management in Business
This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: Initiation, Analysis, Design, Development, and Implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

ISEM 3006 Data Management in Business (3,3,0) (E)
Prerequisite: ISEM 2005 Management Information Systems
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3007 e-Marketing (3,3,0) (E)
Prerequisite: ISEM 2005 Management Information Systems
The continuous and rapid introduction of electronic media, new technology platforms, data sources, and media consumption devices have significantly changed the way we do marketing campaigns.