

advertising. Students are to apply these communication principles in (1) identifying organizational/consumer issues and problems, (2) analysing available strategic choices consistent with the underlying factors operating in the situation that could help solve, resolve and dissolve the issues and problems, and (3) making recommendations that tactically carry out the strategies while considering the implications of the actions.

**PRA 3430 Public Relations and Advertising (3,2,1) (E)
Agency Management**

Prerequisite: PRA 1110 Principles and Practices of Public Relations and PRA 1120 Principles and Methods of Advertising; or PRA 1610 Introduction to Public Relations and Advertising

The organization and management of multinational and local public relations consultancies and advertising agencies. The complex roles and functions of various departments in these organizations are analysed.

PRA 3440 Branding and Communication (3,2,1) (E)

Prerequisite: PRA 2140 Consumer Perspectives in Public Relations and Advertising or ORGC 3140 Communication Audits

This course investigates brands—why they are important, what they represent to consumers, and how advertising and PR professionals could enhance the value of a brand. The course discusses the concept of brand equity, how one creates brand equity and how one measures it. Marketing concepts and the role of integrated marketing communication (IMC) in building brand equity would be discussed.

PRA 3460 Social Communication and Advertising (3,3,0) (E)

Prerequisite: PRA 1120 Principles and Methods of Advertising or PRA 1610 Introduction to Public Relations and Advertising

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.

PRA 3470 Crisis Communication and Public Relations (3,3,0) (E)

Prerequisite: PRA 1110 Principles and Practices of Public Relations or PRA 1610 Introduction to Public Relations and Advertising

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. This course will concentrate on not only what an organization should do during a crisis, but also 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.

PRA 3510 Public Relations and Advertising Practicum II (0,*,*)

Prerequisite: Completion of PRA Year II

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.

PRA 3530 Public Relations and Advertising Internship (0,0,0)

Public Relations and Advertising 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 Department of Communication Studies after the internship.

PRA 3590 Public Relations and Advertising Honours Project (3,*,*)

Prerequisite: Completion of PRA Year II

Individual students independently construct an integrated marketing communication campaign proposal for a client. Under the guidance of a chief adviser, each student works for a client, researches the competitive situation; identifies and researches target markets; constructs a specific part of an integrated marketing communication campaign such as creative, media, public relations, Internet marketing, or other promotional activities. Students can also choose to contact an original study on a specific topic in the areas of public relations or advertising.

PRA 3610 Advanced Advertising Design and Visualization (3,2,1) (E)

Prerequisite: PRA 2610 Advertising Design and Visualization or PRA 2110 Advertising Copywriting

The creative and visual aspects of advertising design. Students are required to generate creative ideas and visualize their concepts aided by computer. Learning will be emphasized through the hands-on practice of assignments and projects.

PRA 3620 Advanced Public Relations Writing (3,2,1)

Prerequisite: PRA 2120 Public Relations 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. 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)/(C)

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.