

**COMM 7220 Advertising Management (3,3,0) (E)**

The course aims to help students understand the managerial and decision-making processes of advertising. Its objective is to develop students' ability to analyze market and competitive environments, and to develop and present advertising solutions. The application of theories to analyse China and Hong Kong market situations will be emphasized.

**COMM 7230 Writing for Multimedia in Public Relations (3,3,0) (E)**

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of public relations practitioners, emphasizing the multimedia approaches required for different audiences and outlets. This course will consist of an introductory section where we will "talk about writing", followed by a practical section where we will simply write.

**COMM 7240 Media Economics (3,3,0) (E)**

This course aims to introduce basic concepts and theories of economics that inform and underpin the economic decisions and practices of media firms. Its objective is to help students understand the economic constraints under which media institutions, both private and public, operate. Accordingly, the course is aimed to provide a basic understanding of media firms as business entities operating in a market where multiple forces are interacting; equip students with the analytical tools to interpret economic phenomena in media markets; and enhance students' knowledge of the media markets in both Hong Kong and Mainland China.

**COMM 7250 Strategic Public Relations and Crisis Management (3,2,1) (E)**

This course will not only examine communication in crises but show what we can do to prevent or minimize the impacts of such crises. Important concepts of strategic management of public relations, issues management, risk communication, activism, crisis communication principles and crisis communication in both traditional and new media will be covered. Local and overseas cases will be incorporated to teach students how to deal with crises in real situations. Different methods and approaches for resolving different types of crisis will be discussed, showing how for example prevention and resolution of a natural crisis and a confrontational crisis should be different, with the former emphasizing in the region's infrastructure and the latter highlighting the human context of a conflict. As a result, students will not only study and analyse the communication tools for a crisis but discuss an organization's management. This subject is a multiple-disciplinary course that helps students integrate the knowledge from communication, sociology, psychology and management in dealing crises with complicated contexts.

**COMM 7260 Introduction to Media Management (3,3,0) (E)**

This is an introductory course to the study of media management in our era of change. The main purpose is to examine and analyze the new challenges being posed by political, economic and technological changes in the new millennium to media management in various Chinese societies. The course will begin with an overview of the media industries in Hong Kong, Taiwan and Mainland China. It moves on to deal with media operational strategies, media content production and management flow, media marketing management, information management for media organizations and resources management.

**COMM 7270 Media Policies and Regulations (3,3,0) (E)**

This course discusses the structural constraints as well as the legal and ethical regulations of media operation. The politics of media policy formation, such as political systems, geographical location and socio-economic factors, will be analysed. The focus is on the current situation in pan-Chinese society within a globalized world context.

**COMM 7280 Communication Technologies and Media Organizations (3,3,0) (E)**

The course introduces students to application and impacts of communication technologies with a focus on new media, particularly multimedia and the Internet. It discusses the theoretical aspects of impacts of media technologies on human communication and communication organization, and on social change. Students will learn to evaluate and apply the latest communication technologies to the development and management of media organizations.

**COMM 7290 Professional Seminar and Application Project (4,0,0) (E)**

The course has two main objectives: (1) to discuss cases, issues and problems in media management in sessions participated in by faculty members and industry executives; and (2) the production of an Application Project that describes and analyses a media management case. Students are required to apply what they have learned in the coursework in preparing the Application Project. Preparing the Project enables students to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and through gathering, analysing and processing massive data. Completion of the Project serves a central role in showcasing students' ability to organize knowledge, structure argument, provide evidence, solve real work problems, and present results within one research project.

**COMM 7300 Consumer Insights (3,3,0) (E)**

This course studies how an understanding of consumer behavior informs the development and implementation of communication campaigns in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases; the psychological processes involved, including the consumer learning process; and external factors such as culture, social class, group influences and situational determinants. Global consumer issues including the effects of social networks and consumer activism on companies' communication strategies will be examined. Application of current theories and research findings in cross-cultural consumer studies will be emphasized.

**COMM 7310 International Advertising (3,3,0) (E)**

The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies. As an institution, business and industry, advertising has been a major force shaping the worldwide drive toward globalization. This subject is designed to enhance students' understanding of advertising in the fast-changing global environment and assist them in developing skills necessary to plan and implement international advertising programmes.

**COMM 7510 Public Administration and the Media (3,3,0)**

The course examines the different perspectives on the relationship between public administration and mass media in a modern society. Media factors affecting or facilitating public administration will be discussed. Cases concerning media-administration relationships and crisis management will be analysed in the light of local (Hong Kong) and Mainland China settings.

**COMM 7520 Cross-cultural Documentary Workshop (0,3,0)**

This course enables students to have better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production, and learn how to develop a documentary film idea from various sources based