MPS 7100 Marketing and Management for the (2,3,0) (P) Pharmaceutical Industry
This course is designed to provide students with the essential marketing and management knowledge and skills for the pharmaceutical industry. It examines the principles of marketing and management, with emphasis on marketing concept and consumer behaviour, marketing mix management, marketing planning, strategic planning and development of business plans. It adopts a case study approach to relate students with the real world situation.

MPS 7510 Overview on Chinese Medicine (4,4,0) (P) and Chinese Materia Medica
To study and grasp the philosophical basis of Chinese medicine and the basic theories of Chinese materia medica. To understand the properties and application of different drugs and the knowledge of how to use Chinese materia medica in the clinical practice and scientific research.

MSCN 3005 Cases and Issues in Social (3,2,1) (E) Communication
This course is designed to help students integrate what they have learnt to analyze current issues and affairs, in relation to the role media have played in social practices and transformation. It also looks at the impact on society of various means of communication. Social communication includes the cultural, political and sociological aspects of communication. Students will critically analyse various cases and issues in social communication in order to better understand the depth of community organizing and breadth of human rights activism via popular media and community action. Relevant ethical dimension and responsibilities are also considered.

MSCN 3015 Digital Graphic Production (3,2,1) (C)
The course aims at developing students' knowledge and skills of graphic design in digital environment. With understanding of design elements and principles, students will develop execution skills in manipulation of graphics, imageries and typefaces in order to present messages in digital media. This visual presentation serves as a process of problem solving in media communication.

MSCN 3025 Globalization and Social Change (3,2,1) (E)
This course is designed to enhance students' understanding of the causes, processes and consequences of globalization. Globalization has reshaped contemporary social lives around the world. This course explores relationships between globalization, power and inequality; issues of development and poverty, conflicts and violence, social justice, and cultural diversity. Students will also reflect on ethical responses to globalization and the possibilities of alternatives.

MSCN 3035 Health Communication (3,2,1) (E)
This course aims at introducing students the theories, models and approaches on communication in health and illness contexts. Focus will be put on how health beliefs and behaviours are influenced by messages delivered from interpersonal, organizational, cultural and media sources. Communication in health care delivery, health care organizations, as well as health promotion and disease prevention will be explored. This course will look into how health communication is practised and examined at an individual, family, professional, organizational and societal level through a variety of perspectives.

MSCN 3045 Media and Integrated Marketing (3,2,1) (E) Communication
This course aims at providing an overview of integrated marketing communication principles and strategies. Students will be introduced to the steps in planning and implementing public relations and advertising campaigns and programmes. They will also be able to examine the roles of various traditional and emerging media in the process of marketing communication.

Special emphasis will be given to current media trends.

MSCN 3055 Audio and Video Production for (3,2,1) (C) New Media
Through this course, students will acquire basic techniques necessary for audio and video production. Students will learn to develop various genres of media projects through the preproduction, production and postproduction stages. The course will build the visual literacy skills that help them communicate ideas through producing these projects. Students' sense of accustoming their creative works to new media environment will also be developed.

MSCN 3065 Media Ethics (3,2,1) (C)
The course helps media students to develop an awareness and analytical understanding of ethical issues in the media industry. It combines a comprehensive introduction to the theoretical principles and the philosophies of media ethics, with studies of the current ethical issues in journalism, broadcasting, advertising, public relations and new media.

MSCN 3075 Media Professional Practices (3,2,1) (E)
Many media and communication students start their career as journalists. Therefore knowledge of journalistic basics is necessary for the graduates of this school. This course is intended to provide students with systematic understanding and a critical awareness of the current trends and practices of journalism, laying a foundation for their professional working practices in media after graduation.

MSCN 3085 Writing for Media and Community (3,1,2) (C) Resources
The students will be equipped with writing abilities needed in non-governmental, commercial/business, Public Relations and media organizations. Students will learn various types of writings in handling different media situations, acquiring funding and publicizing their missions.

MSCN 3105 Children, Adolescents and Media (3,2,1) (E)
This course aims at discussing issues with students regarding media consumption among children and adolescents in relation to their biological, psychological and social development. Approaches that position children and adolescents with various roles in media will be adopted. The issues discussed will include the use of media, media influence, and the role of media in the daily lives of children and adolescents.

MSCN 3115 Communication and Active Ageing (3,2,1) (E)
This course aims at giving an overview about communication activities of older adults in the global trend of changing population structure, starting with the discussion of the changing physical, mental and social conditions among older adults, and the relations of these changes with their communication acts. Students will learn to develop communication programmes suitable to these individuals to enhance their quality of life and acquire a more macro vision through discussing the policies regarding communication and active ageing.

MSCN 3125 Communication and Sustainable (3,2,1) (E) Development
This course aims to examine one of the most prominent development paradigms in the last twenty years—sustainable development leveraging on the communication perspective. Sustainable development implies a participatory, multi-stakeholder approach to policy making and implementation, mobilizing public and private resources for development and making use of the knowledge, skills and energy of all social groups concerned with the future of the planet and its people. Within this framework, communication plays a strategic and fundamental role contributing to the interplay of the different development factors, improving the sharing of knowledge and information as well as the active participation of all concerned.