

more capable in understanding the decisions that managers make within media firms. Accordingly, the course is aimed to achieve the following: (1) to provide a basic understanding of media firms as business entities operating in market where multiple forces interact; (2) to equip students with the analytical tools to interpret the aforementioned forces and phenomena at work in media markets; and (3) to 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)

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 analyze 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)

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)

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 analyzed. The focus is on the current situation in pan-Chinese governments within a globalized world context.

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

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)

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 analyzes 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, analyzing 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)

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)

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 analyzed 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 on different cultural environments. Students from different cultural backgrounds will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group projects, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

COMM 7530 Information Design (0,3,0)

Prerequisite: COMM 7540 Multimedia Production or by consent of instructor

The course aims to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative

and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

COMM 7540 Multimedia Production (0,3,0)

The course combines an interdisciplinary approach to multimedia production with emphasis on both developing students' knowledge of the issues around digitalization and convergence and the critically evaluating of multimedia development in terms of technical, business and social aspects. Students are prepared to produce and present media materials for the Internet, for CD-ROMs and other multimedia systems. In addition, the lab-based work is aimed to develop students' skills in interdisciplinary practice and problem solving methodologies.

COMM 7550 Advertising in China (3,3,0)

The course will help students understand the challenges in planning and implementing an advertising strategy in China. Specifically, students will develop the ability to analyze the dynamic and diverse market environment in China and to strategically plan and implement advertising solutions there. Issues relevant to developing advertising solutions in China will be discussed, such as understanding its market structure, culture, consumption patterns, branding issues in international and local business, as well as the opportunities and challenges brought on by the new media. Being an institution, business and industry, advertising has been a major force shaping market development in China. The course is designed to enhance the students' understanding of the fast-changing market environment there and to assist them in developing the strategic thinking and skills necessary to plan and implement advertising programs.

COMM 7560 Political Communication and Public Opinion (3,3,0)

The course introduces various aspects of political communication in modern society. It attempts to acquaint students with studies of the nature of news media coverage of politics, the effects of news coverage on the public and policy, and the relationship between news media and policy makers. A good part of the course is devoted to political communication in the digital context.

COMM 7570 Youth, Media and Consumption (3,3,0) (E)/(P)

Young people are a global market for products, services and ideas. "Youth" is defined as the population aged between 15 and 24. This course aims to equip students with the knowledge needed to make informed decisions about marketing to young people or to weigh suggestions made about limiting marketing to "youth". The Course will examine the interplay of the youth segment and the market environment. Based on research evidence, students will identify issues related to youth and media usage, and the roles of personal as well as marketing communication on youth consumption.

COMM 7580 Social Media Marketing (3,3,0)

The advent of social media and mobile media devices, such as smartphones and tablets, is rapidly changing human interaction, including business models. Millions of people worldwide are living much of their lives on SNS, such as Facebook, Twitter, Blog, YouTube and LinkedIn in the United States, and Renren, Weibo in China. Global Internet users spent more than one fifth of online time on social network sites or blogs. The trend exemplifies that human interaction, including business environment, has been deeply transformed by social media.

COMM 7610 Social Services Marketing and Communication (3,3,0)

This course investigates the practices and challenges of government or government-related organizations as well as non-profit organizations in the communication of social causes and the marketing of social innovations. The course discusses the characteristics of social services marketing, the design and implementation of social innovations and social entrepreneurship,

the strategic marketing communication tools, and the evaluation of marketing communication efforts.

COMM 7620 Social Media and Online Social Networks (3,3,0)

The purpose of this course is to familiarize students with the practical applications and the theoretical implications of social media-related technologies. The course is grounded in practice, and students will be required to participate in social networks, forums, Facebook, wikis, micro-blogs, and more. We will examine their economic, social, and cultural implications, and cover some of the latest developments in the social media area. We will also explore techniques for collecting and analyzing social media data.

COMM 7710 Independent Readings in Communication (3,*,*)

Readings are especially designed by the instructor for and tailored to the student to broaden intellectual perspective and to provide in-depth understanding of specific research areas.

COMM 7730 Academic Research Taskforce (3,3,0)

Prerequisite: COMM 7740 Research Methods in Communication
The aim of this course is for research postgraduate students to master hands-on academic research skills through practice and experiential learning under the direction of faculty members. Students will carry out primary research to become familiar with step-by-step execution of specific research method(s), along with necessary fine-tuning of the operational details in one or more quantitative and qualitative research methods.

COMM 7750 Using Social Networks: For the Communications Professional (3,3,0)

The course introduces the science and theory of social networks, and the artful process of communicating through them. Social networks refer to the collective structure of human relationships through which we communicate. Recognizing and understanding this relationship-based structure is essential for crafting a communications strategy. Operative strategies can be developed for quickly getting a message to a target audience or thoroughly harvesting messages from them, be it through word-of-mouth, traditional media channels, or through new media technology. The communications professional must be skillfully adept at assessing the social structure of a target group and evaluating the influence specific individuals have within the structure. This course provides the student with the tools to purposefully map and quantify the network's structure and identify those individual who have social influence over the group. Students will learn how to craft a communications strategy and tactics for communicating to the entire group in a cost-effective manner. This course is combination of theory and real-world application of contemporary communication and network techniques, such as visualization, group and individual measurement, communication-effectiveness analysis, and tactical planning. Lab sessions and group activities are incorporated into the course to provide students with hands-on practice of concepts and ideas.

COMP 1005 Essence of Computing (3,2,2)

This course provides students with an overview of Information and Communication Technologies, together with basic knowledge of computer-oriented problem solving methodologies, algorithm development, programming concepts and design techniques.

COMP 1006 Facets of Computing (1,1,0.5)

This course provides students with an overview of core areas in computing, an appreciation of their potentials and limitations, and a glimpse of the career path of IT professionals.

COMP 2005 Business in the IT Context (3,2,1)

The course provides the concepts in different business disciplines so as to provide a foundation for students to manage IT projects and organizations.