

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.