

the digital space and the output of images and integrated designs to the printed page. This course will empower students to become effective communicators using an array of graphics and print technologies.

ICMT 3027 Marketing Principles (3,*,*)

This course introduces students to the principles of marketing in the global economy. There is a strong emphasis on how organizations create customer value through marketing strategy planning. Students will be able to learn buyer behaviour, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

ICMT 3035 Organizational Communication (3,*,*)

This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ICMT 3045 Research Methods (3,*,*)

The students will learn basic concepts of research and research methodologies as applied in communication.

ICMT 3105 Business Communication (3,3,0)

This course offers language improvement and writing practice designed to develop the professional-level writing skills needed in a professional business environment. This course is designed to give students a comprehensive view of communication, its scope and importance in business settings. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct writing style to modern business communication.

ICMT 3115 Interactive Advertising Management (3,2,1)

This course will present fundamental concepts and principles of Interactive Advertising Management. Beginning with an introduction to existing interactive advertising tools the course will then focus on practical application to specified communication problems. Students will acquire useful techniques in managing and selecting media and non media based interactive advertising tools over the course of the marketing communication planning process.

ICMT 3125 Media Business Environment (3,2,1)

This course intends to address basic issues of the contemporary media business environment from the economic, political, and organizational perspectives. Cases and strategies related to the performance of the media industry in global and local environments will be discussed.

ICMT 3135 Consumer Behaviour (3,*,*)

This course studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. The effect of consumer activism on company's communication strategies will also be examined.

ICMT 3145 Digital Communication (3,*,*)

This course aims at giving students an overview of the process of digital communication, and how digital media are used in various media industries. It will first introduce the nature and characteristics of digital media, and their relations to the changing nature and media activity of audience. The course will then focus on how digital media are used in various media industries including journalism, public relations and advertising. At the end, students will gain hands-on skills in producing works in digital communication.

ICMT 3155 Fashion Communication (3,*,*)

This course adopts an interdisciplinary approach to investigate fashion communication as a specialized topic of communication studies. The notion of fashion will be assessed from different dimensions—textual, visual, physical, psychological and spatial; its intricate relations to art, culture, history, philosophy, media, marketing, democracy, discrimination and exploitation will be addressed. Meanwhile, the means of communication adopted by the international fashion conglomerates to market fashion, inclusive of fashion shows, journalism and advertising in the Asian context, will also be examined.

ICMT 3165 Journalism and Society in a PR Perspective (3,*,*) (C)

This course explores both the practical and theoretical dimensions of journalism in order to provide a perspective for public relations practice. It will start with a discussion of news patterns and major problems in local journalism. The course will then introduce various perspectives in understanding the journalistic practice in Hong Kong and elsewhere. Journalism will be presented as both a social process and a profession. Students may expect to learn the intellectual foundations of both the professional study of a journalist and the role of journalism in society and in turn understand how public relations should practise in accordance to the role of a journalist so as to gain publicity through journalistic coverage.

ICMT 3175 Journalism Theory (3,*,*)

This course walks students through a number of most influential theories of journalism regarding the performance, role, function and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China region. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institutions; (2) to give students an ability to critically evaluate the interplay between journalism and the larger socio-political environment; and (3) to enhance students' knowledge about the production, content, meaning and impact of news.

ICMT 3185 Television and Hong Kong Society (3,*,*) (C)

This course focuses on the study of Hong Kong television and social change, the role of TV in the formation and maintenance of Hong Kong cultural identities, and its impact on other media and on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

ICMT 3195 Understanding Theatre Arts (3,*,*)

In this course, students will learn to understand and appreciate different performing arts genres including dance, drama, stand-up comedy, music and musical. Emphasis will be placed on the aesthetic principles of the modern society. Students will learn how to appreciate a performance and will have to attend live shows/concerts for cultural experience and journal-keeping.

ICMT 3205 Visual Communication in Multimedia (3,*,*)

The course aims at developing students' aesthetic sense and creativity on visual communication. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. desktop publishing, video production and editing, and multimedia design). Through hands-on practices, students will be capable to visualize their ideas effectively in the media world.

ICMT 3215 Special Topics in Communication (3,*,*)

This course provides detailed and intensive study of special topics of importance in communication. Depending on the expertise of the teaching faculty, one or more special topics in the section of Course Content will be covered. New special topics can be added.