

ICMT 3225 Communication in Entrepreneurship Management (3,*,*)

The course is designed to develop students' observation of society phenomenon into entrepreneurship opportunities. The course will concentrate on the concepts and interpretation of entrepreneurship projects. In the process of developing entrepreneurship projects, students will learn practical techniques including business presentation, personal marketing, and career path setting; and establishing potential business partnerships in the field. This course provides both theoretical and practical aspects in order to strengthen students' understanding on the importance of effective communication in entrepreneurship management in relation to the sustainability of the business.

ICMT 3235 Persuasion and Social Influence (3,*,*)

Taking a social scientific approach, this course is designed to provide students with foundational theories of persuasion and their applications to everyday situation. Specifically, this course focuses on audience analysis, attitude formation, the attitude-behaviour relationship and changing attitudes and/or behaviours. The first part of this course will present students with the necessary groundwork for the understanding of attitudes such as background, theory and measurement. The second part of the course will examine the various theories of persuasion as well as persuasion techniques. Students will be introduced to how these learned theories and techniques can be applied in the development of persuasion campaigns including marketing, advertising, political and public campaign.

ICMT 3245 Financial Literacy (3,*,*)

This course introduces some fundamental principles in financial management. The instructor will guide students to become familiar with the financial statements, corporate finance, investor communication practices, stock market dynamics and behavioural finance with reference to the Hong Kong investment market. The course shall enhance marketing communication students' decision-making qualities that ultimately contribute to corporation's financial values.

ICMT 4005 Advertising and Society (3,*,*)

This course provides an in-depth examination of advertising as a form of social communication in contemporary society. Stressed are the meanings and functions of advertising in modern culture and advertising's psychological, ideological and sociological implications. Relevant ethical dimension and responsibilities are considered.

ICMT 4015 Communication in Professional Practice (3,3,0)

This course is designed to provide views on current professional practice in the advertising and PR fields. Students will learn how to develop generic skills and competencies necessary for the industry and managing projects, time and client requirements.

ICMT 4025 Crisis Communication (3,*,*)

This course investigates the concepts of crisis management, the relationship between public relations and the handling of crises, and the theories and techniques of planning for crisis communications for an organization. The course will concentrate on not only what an organization should do during a crisis, but also on what strategic public relations can do to prevent a crisis from happening. Relevant concepts in strategic public relations management and crisis communication will be investigated to reach that end.

ICMT 4035 Event Management (3,*,*) (C)

This course introduces students to the principles and practice of event management. Students will explore the management and planning of a variety of special events, festivals, celebrations and fund-raising programmes and analyse the key processes involved in staging a successful event.

ICMT 4045 Integrated Marketing Communication Campaign (3,*,*)

The purpose of this course is to examine in depth the steps in researching, planning, implementing and evaluating public relations and advertising campaigns and programmes; to analyse case histories; and to design appropriate PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of public relations and advertising techniques in developing a strategic communication programme.

ICMT 4055 Integrated Marketing Communication Honours Project (3,*,*)

The project allows students to develop an independent, integrated marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated marketing communication campaign such as creative, media, public relations, internet marketing, multi-media presentation, or other promotional activities. Students can also choose to conduct an original study on a specific topic in the areas of public relations or advertising.

ICMT 4065 Intercultural Communication (3,*,*)

The course will cover some important theories and practices which underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

ICMT 4075 Public Relations and Media Writing (3,*,*)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

ICMT 4085 Recreation, Sports and Entertainment Promotion (3,*,*)

This course aims to equip students with strategic communication and management techniques to cope with the rapidly expanding recreation, sports and entertainment industries. These professionals are not only required by recreation, sport and entertainment organizations but also essential in other private, public and voluntary organizations with the objective of promoting their corporate images, products or services via these leisure and entertainment events.

With an emphasis in recreation, sport and entertainment events, this course incorporates key elements of successful PR event management and promotion strategies in these industries which stressed audiences' experiences, including live and mediated forms. Introduction to these experiential industries, planning in stage events, sponsorship, audience analysis as well as media and community relations will also be covered.

ICMT 4095 Social Services Marketing (3,*,*)

This course investigates the practices and challenges of government and government related organizations as well as non profit organizations in the marketing of social services. The course discusses the characteristics of social services marketing, the design and implementation of social services campaigns, the different marketing communication tools for social services marketing, and the evaluation of social services marketing efforts.

ICMT 4105 Global Marketing Strategies (3,*,*)

This course introduces students to the various issues concerning global marketing which are affected by a variety of factors that are socioeconomic, political, legal as well as financial and cultural, all of which are in many ways affecting international marketing operations. Students will learn to analyse the characteristics of selected regional markets and strategic options for entry and expansion in those markets and also international marketing mix decisions. By the end of the course, students should have a greater understanding of the various issues behind the practical problems