

**MKTG 4027 BCom Marketing Project (3,0,\*)**

Prerequisite: MKTG 3027 Business and Marketing Research Methods

This course provides a focus for the application of marketing knowledge, qualitative and quantitative marketing research skills acquired from the programme. The project provides an opportunity for students to apply the knowledge and skills to a marketing problem, and to prepare themselves for the transfer from the academic to the work situation. The project should be undertaken on team basis, with one to three students forming a project team.

**MKTG 4035 Entrepreneurial Marketing (3,3,0)**

Prerequisite: MKTG 2005 Marketing Management

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

**MKTG 4036 Event Marketing (3,3,0)**

Prerequisite: MKTG 2005 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

**MKTG 4037 Marketing for Social Enterprise (3,3,0)**

Prerequisite: MKTG 2005 Marketing Management

This course offers a survey of marketing functions and a framework for organizing, planning, and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

**MKTG 4045 Seminar in Contemporary Marketing Issues (3,3,0)**

Prerequisite: MKTG 2005 Marketing Management

This course serves as a capstone course to provide students with an opportunity to explore and discuss more "cutting edge" and specialized topics in marketing, particularly those related to the Hong Kong marketing environment.

**MKTG 4046 BCom MKT Field Study (3,3,0)**

Prerequisite: MKTG 3006 Global Marketing

The course provides unique opportunities for BCom in Marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits.

**MKTG 4055 Event Marketing (3,3,0)**

Prerequisite: MKTG 2005 or MKGT 2015 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

**MKTG 4056 Global Marketing Field Study (3, 3, 0)**

Prerequisite: MKTG 2005 Marketing Management/2015 Marketing Management

International knowledge and experience are essential for professional marketers as they prepare for the global business economy. Developing a global mindset through academic programmes and business trips will provide a more effective marketer, who, with cross-cultural business and marketing skills, will be more favourably positioned for success in the business world. This course is designed to respond to the need for

undergraduate marketing students to develop a competitive edge by expanding their knowledge of global culture and multinational businesses through experiential learning. The course provides unique opportunities for undergraduate marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits.

Course destinations will change every semester. To minimize interruption to students' attendance of other courses, this course will normally be offered during semester break in summer or winter. The course instructor will need to recommend the course destination for each semester to the Head of Marketing Department for approval.

**MPS 7010 Research Methodology and Practices in Chinese Medicine (3,3,0) (P)**

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

**MPS 7020 Utilization of Medicinal Plant Resources and Advanced Pharmacognosy (3,3,0) (P)**

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources, available exploitation and sustainable utilization of medicinal plant resources.

**MPS 7030 Mechanism of Action & Safe Application of Chinese Medicines (3,3,0) (P)**

This one-semester course aims to allow students to understand the action mechanisms and safety of Chinese medicines, to know the pharmacological research methods for Chinese medicines and to understand the advance of the pharmacological studies of Chinese medicines.

**MPS 7040 Methods and Techniques for Quality Control of Chinese Medicines (2,3,0) (P)**

To study and master the modern analytical methods and techniques for quality control, quality assessment and safety evaluation of Chinese medicines (including medicinal herbs, herbal pieces and Chinese proprietary products).

**MPS 7050 Advanced Pharmaceuticals in Chinese Medicines (2,3,0) (P)**

This course aims to study the new theories, new methods and new technologies of the pharmaceuticals in Chinese medicine as well as the procedures, registration, intellectual property protection, and case studies of the R&D of new products of Chinese medicine.

**MPS 7061-2 Laboratory Practice in Chinese Medicines (2,\*,\*)**

To enable students to put the theoretical knowledge learnt in books into professional practice in order to cultivate their ability in analytical thinking, designing, operation and application in the pharmaceutical sciences in Chinese medicine.

**MPS 7070 Advancement in Contemporary Chinese Medicines (3,3,0) (P)**

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

**MPS 7081-2 Dissertation (6,\*,\*)**

(1) To identify an appropriate research or creative topic related to Chinese medicines; (2) to develop and apply methodologies and techniques appropriate to the topic chosen; (3) to present the

results of the research or creative work in the dissertation; and (4) to give an oral presentation.

**MPS 7100 Marketing and Management of Industry for Chinese Medicines (2,3,0) (P)**

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 7110 Translational Medicine and Drug Discovery: Theory & Practice (Chinese Medicines) (3,3,0) (P)**

This course aims to provide background introduction, basic theory, advanced practice and successful examples to the emerging discipline of Translational & Personalized Medicine. It will be defined and explained in terms of promoting focused multidisciplinary interactions among science, medicine and industry to enhance disease research and drug development.

**MPS 7510 Overview on Chinese Medicine and Chinese Materia Medica (4,4,0) (P)**

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 Communication (3,2,1) (C)**

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)**

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)**

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 Communication (3,2,1)**

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 New Media (3,2,1) (C)**

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) (C)**

Many media and communication students start their careers as journalists. Therefore knowledge and production skills of journalistic basics are necessary for the graduates of this school. This course is intended to provide students with a critical awareness of the current trends of journalism and a systematic understanding of news production processes, laying a foundation for their professional working practices in media after graduation.

**MSCN 3085 Writing for Media and Community Resources (3,1,2) (C)**

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)**

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)**

This course aims at giving students an overview about communication activities of older adults in the global trend of changing population structure. The course will start 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. The Students will also acquire a more macro vision through discussing the policies regarding communication and active ageing.