

structure is a combination of fundamental typography, alignments and grid systems as well as understanding of visual hierarchy arrangement of both text and visual images. Fundamental principles and hands-on study in 2 dimensional and 3 dimensional image-processing graphics systems will also be introduced.

PRAD 3045 Managing Internal Public Relations (3,3,0)

Pre-requisites: PRAD2015 Principles and Practices of Public Relations or PRAD2005 Introduction to Public Relations and Advertising

Internal communication and employee relations are public relations functions specifically dedicated to building, engaging, and maintaining relationship with internal publics. Employees are assets and the primary publics to manage: Studies show employee satisfaction can lead to better performance with making fewer errors at workplace, and the satisfaction can be improved by well-planned internal communication strategies by the organization. Moreover, employees can function as ambassadors of an organization especially when the organization experiences threats and crises. This course teaches the importance of internal and employee communication and introduces how organizational messages can be conveyed effectively throughout its employees that are in different levels (or the same level) within the organization. Major challenges and conflict resolution processes in managing internal relations will be also introduced.

PRAD 3046 Audience Measurement & Engagement (3,2,1)

Pre-requisite: ORGC2005 Introduction to Public relations and Advertising or PRAD2007 Principles and Methods of Advertising or PRAD2015 Principles and Practices of Public Relations

This course will examine the roles of audience measurement in advertising and public relations campaign planning. Traditional media platforms such as print, television, out-of-home and internet media will be examined. With technological changes, this course will examine innovative ways of engaging audience through social media presence, search marketing, and space/location based campaigns.

PRAD 3047 Corporate Social Responsibility and Stakeholder Engagement (3,3,0)

Pre-requisite: PRAD2005 Introduction to Public Relations and Advertising; or PRAD2007 Principles and Methods of Advertising; or PRAD2015 Principles and Practices of Public Relations

This course highlights the theory and practice of corporate social responsibility (CSR) and engagement of organizations with key stakeholders and their communities to build relationships and collaborate in sustainable community programs across different sectors. It also includes the business integration, strategic planning, engagement approach, communication strategies, measurement, and reporting of CSR. Through a critical analysis of case studies from overseas and successful local CSR programs, students will develop a strategic CSR plan for an organization.

PRAD 3055 Special Topics in Public Relations and Advertising (3,0,3)

Prerequisite: PRAD 2005 Introduction to Public Relations and Advertising or PRAD 2015 Principles and Practices of Public Relations or PRAD 2007 Principles and Methods of Advertising

This course provides detailed and intensive study of special topics of importance in public relations and advertising. 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.

PRAD 3056 Campaign Planning and Management (3,2,1)

Pre-requisite: ORGC2007 Organizational Communication or PRAD2007 Principles and Methods of Advertising or PRAD2015 Principles and Practices of PRA

The purpose of this course is to examine in depth the steps in researching, planning, managing, implementing, and

evaluating strategic communication campaigns and programs; to analyze case histories, and to design appropriate strategic communication campaigns and programs for selected client and sponsoring organizations. Throughout the course, students will be given the opportunity to apply management skills in strategic communication campaigns and programs. Emphasis is on practical application and integration of public relations, advertising, and management techniques in developing a strategic communication program.

PRAD 4006 Research Practices in Public Relations and Advertising (3,0,3)

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course is based on the concepts of research methods and their applications to the study of public relations and advertising. It focuses on hands-on experience of applying various types of research, data collection, and data analysis/statistical techniques for understanding of stakeholder behaviours and media consumption, designing communication strategies, or testing creative concepts. This course is designed to help students develop research skills in practice.

PRAD 4007 Public Relations and Advertising Internship (0,0,0)

Public Relations and Advertising students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of the organizations providing internship opportunities. Both the organization and the student file reports with the Communication Studies Department after the internship.

PRAD 4015 Advanced Advertising Design and Visualization (3,2,1)

Prerequisite: PRAD 3007 Advertising Design and Visualization
This course provides students advanced study of integration of design components in advertising campaign. It focuses on the creative and visual aspects of design solution. Students are required to generate creative ideas and visualize their concepts aided by computer. Learning will be emphasized through the hands-on practice of assignments and projects.

PRAD 4016 Strategic Issues and Crisis Management (3,3,0)

Pre-requisites: PRAD2005 Introduction to Public Relations and Advertising, or PRAD2007 Principles and Methods of Advertising, or PRAD2015 Principles and Practices of Public Relations

This course investigates the concepts of issues and crisis management, the relationship between public relations and the handling of issues and crises, and the theories and techniques of planning for crisis communication for an organization. Crisis management is a multifaceted discipline that involves components from issues management, strategic crisis communication, to reputation management. This course aims to equip students with the necessary skills and abilities to identify and prepare for issues and crises, to diagnose the nature of an issue and crisis, to communicate strategically, and to recover and learn from crises. The emphasis of this course, thus is on both the preventive and reactive phases of crisis management.

PRAD 4025 Branding and Communication (3,2,1)

Prerequisites: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

This course investigates brands—why they are important, what they represent to consumers, and how advertising and PR professionals could enhance the value of a brand. The course discusses the concept of brand equity, how one creates brand equity and how one measures it. Marketing concepts and the role of integrated marketing communications (IMC) in building brand equity would be discussed.