

PRAD 4026 Cross-cultural Advertising (3,3,0)

Prerequisite: PRAD 3015 Consumer Perspectives in Public Relations and Advertising

The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies.

PRAD 4027 Financial Public Relations (3,2,1)

Prerequisite: PRAD 2015 Principles and Practices of Public Relations

This course investigates the application of public relations in the financial sectors. It also examines how to develop trust and strengthen relationships between financial institutions and their various stakeholders via strategic financial marketing communication programmes.

PRAD 4035 Public Relations in Greater China (3,2,1)

This course investigates the development of public relations in the Greater China region, including mainland, Hong Kong, Taiwan and Macau. The global theory of public relations is included and discussed how to apply this theory to the Greater China region. In addition, we will analyse practices of multinational and local public relations firms in this region and how multinational corporations use public relations entering this market. To help students familiarize the practices of public relations in this region, we will also investigate different issues practitioners usually encounter in their practices. For better comprehend the concepts provided in this course, case studies will be provided.

PRAD 4036 Social Communication and Advertising (3,3,0)

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

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 dimensions and responsibilities are elaborated.

PRAD 4037 Narrative and Storytelling (3,2,1)

Pre-requisite: PRAD2017 Introduction to Communication: A PRA and ORGC Perspective

This course explores the theory, role and process of storytelling in strategic communications. Students will explore storytelling concepts and narrative techniques for representing a brand or an organization, with an emphasis on emerging areas of brand building, sponsored content, and advertising. Students will also have hands-on experiences in analyzing examples of real-life stories and developing their own narrative storytelling.

PRAD 4045 Advanced Public Relations Writing (3,2,1)

Pre-requisite: PRAD3035 Public Relations Writing

This course advances the level of competency by building on third-year introductory public relations writing course. This course explores, especially, writing abilities necessary for handling different and more complex communication situations. Supervised and individual experiences in communication techniques such as public speaking, liaison with the media and audio-visual/Internet communications are assigned. Practical exercise and case studies are conducted in both Chinese and English Language.

PRAD 4046 Advanced Advertising Copywriting (3,2,1) (C)

Prerequisites: PRAD 3005 Advertising Copywriting

This course stresses additional creative copywriting exercises with a specific application to individual media. Moreover, the students are encouraged to bridge up the task of promotional

communications with that of strategic marketing planning in the form of advertising copywriting are required in the class. Practical exercises and case studies are conducted in both Chinese and English languages.

PRAD 4047 Luxury and Service Branding (3,2,1)

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

This course is designed to develop the perspective and intellectual ability of students in understanding the principles and practices of the luxury sector. Branding luxury goods and services introduces a number of unique challenges, ranging from selection of target market, critical control over brand image to emphasis on customer relationship. Students will explore aspects of brand management, market structure, and consumer profiles of the luxury industry. This course aims to engage students in a critical discussion on the complex interplay of cultural, economic and consumer factors in driving the development of luxury industry.

PRAD 4055 Place Branding (3,2,1)

This course is designed to equip students with the knowledge and skills in place branding and destination management. It covers the branding of tourism destinations, retail space, as well as public space for experiential entertainment and education. Students will be able to apply the concepts learned to solve problems for place branding.

PRAD 4895 Public Relations and Advertising Honours Project (3,*,*)

Prerequisite: Completion of PRA Year III

The project allows students to develop an independent, integrated communication management campaign proposal for a client. Under the guidance of advisers, students are assigned to work on an account (the client), research the competitive situation, identify the target audience, and construct a specific part of an integrated communication campaign. Students can also choose to conduct an original research study on a specific topic in the areas of public relations or advertising.

PSYC 1005 Principles of Psychology (3,2,1)

This course introduces the basic concepts in psychology and serves as a foundation course in psychology. Major topics include biological and developmental processes, perception and consciousness, learning and thinking, motivation and emotion, personality and individuality, adjustment and mental health, and social behaviour. The basic elements of research methods in psychology and the major psychological approaches to the study of behaviour are also discussed.

PSYC 2005 Introduction to Health Psychology (3,2,1)

Prerequisite: PSYC 1005 Principles of Psychology

This course provides an overview of basic theories and methods in health psychology and the role of health psychologists in clinical and research settings. Topics include health promotion, psychophysiology of health, health-related behaviors, pain and stress, management of chronic and terminal illness, health services, and cross-cultural issues in health psychology. Emphasis will be given on applying psychological concepts in the promotion of healthy living style and the development of healthy behaviors.

PSYC 2006 Developmental Psychology (3,2,1)

Prerequisite: PSYC 1005 Principles of Psychology

This course is mainly concerned with understanding the different aspects of psychological development such as physical, perceptual, language, cognitive, emotional, social and moral development. It covers developmental changes from conception to old age including death and dying. Current research on the psychological development of Chinese people will be introduced.