

outlet for demonstrating the knowledge and insight gained during the Programme. This course is open to Humanities majors only.

HUM 7010 Advanced Humanities Seminar (3,3,0)

It is an in-depth study of selected seminal works in the humanities (e.g. phenomenology, structuralism, post-structuralism, Marxism, gender theory). Enhancing students' understanding of the work through close reading, this course also guides students to investigate the historical origin, theoretical framework and ideological underpinning of the work, as well as relevant current issues, through which a solid foundation of researches in humanities can be established.

ICM 2110 Introduction to Public Relations and Advertising (3,*,*)

This course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, integrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICM 2120 Communication Theory (3,*,*)

A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

ICM 2130 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.

ICM 2140 Graphics and Print Production (3,*,*)

Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in 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.

ICM 2150 Business Communication (3,3,0)

This course is designed to provide insight into current professional practice in the field of integrated communication management. Students will learn how to develop generic skills and competencies required by the industry, and how to manage projects, time and client requirements.

ICM 2210 Creative Advertising Copywriting (3,*,*)

This course deals with the concepts and techniques of advertising copywriting by studying the importance of copywriting in the advertising process, setting standards for good advertising copy, outlining the creative process involved, and analysing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

ICM 2220 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.

ICM 2230 Advertising Media Planning (3,*,*)

This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICM 2240 Research Methods (3,*,*)

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

ICM 2250 Communication in Professional Practice (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.

ICM 3110 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.

ICM 3120 Event Management (3,*,*)

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.

ICM 3130 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.

ICM 3140 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 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.

ICM 3210 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.

ICM 3220 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 of global marketing and should be able to develop corporate marketing strategies for global markets for specific companies.

ICM 3230 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.

ICM 3240 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.

ICM 3310 Marketing Communication in China (3,*,*)

This course investigates the development and use of integrated marketing communication in China. The socio-political-economic issues affecting the practice of IMC in China will be discussed to provide students with a general background. To help students become familiar with these practices, we will also investigate regulatory and ethical issues, consumer behaviours, direct marketing and corporate social responsibilities, to understand how practitioners encounter and handle IMC issues. To better comprehend the concepts provided in this course, case studies will be used and guest speakers will be invited.

ICM 3320 Special Topics in Communication (3,*,*)

This course provides detailed study of special topics of importance in public relations, advertising and integrated marketing communication. Each student will select at least one of the five special topics for intensive study.

ICM 3330 Strategic Public Relations (3,*,*)

This course goes beyond the traditional perspective on public relations executions by emphasizing strategic elements of public relations. It focuses on relationship of public relations management to organizational structure, communication functions and organizational effectiveness.

ICM 3340 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.

ICM 3350 Consumer Behaviour (3,*,*)

This is a consumer behaviour course that applies applications of social science concepts to the understanding of consumers. Its major objective is to provide students with an interdisciplinary study, using various behavioural sciences concepts to explain consumer motivation and consumption behaviour. The course will also incorporate research findings from various behavioural sciences (e.g. psychology, sociology and marketing) in the discussion. Major topic areas include information processing, involvement, affect and emotion, attitudes and attitude change, individual factors (e.g. personality), group process (e.g. reference group and family/household influences), social influences (e.g. culture and subcultures), consumption decision and post-decision processes.

ICM 3360 Journalism and Society (3,*,*)

This course explores both the practical and theoretical dimensions of journalism. 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 duty of a journalist and the role of journalism in society.

ICM 3370 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.

ICM 3390 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.

ICM 3420 Performing Arts Appreciation (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.

ICM 3430 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.

ICM 3440 Television and Hong Kong Society (3,*,*)

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