

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

on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

#### **ISEM 1110 IT for Daily Life (3,3,0)**

This course will provide students with an understanding of the use of IT in daily life. The implications of the IT explosion for you as an individual and for the society as a whole will be discussed in the course. In particular, we will discuss a variety of IT topics including starting and doing business on the Internet, e-communication and e-collaboration, mobile computing and persuasive computing, digital divide, and e-learning. We will also explore many of the problems with the IT explosion such as security, privacy, e-crime, intellectual property rights, and ethical issues. Solutions to the above problems will be discussed.

#### **ISEM 1610 Business Information Systems Fundamentals (3,3,0)**

The widespread dissemination of information technology coupled with the expanding application of Internet technology creates a new way of doing business in the international marketplace. This course introduces how modern information systems impact upon the strategies and operations of both public organizations and private companies. There will be emphasis on business information systems in Hong Kong. This course is offered to non-BBA ISEM concentration students only.

#### **ISEM 2110 Programming for Business Applications (3,3,0)**

Prerequisite: I.T. 1120 Business Information Systems or equivalent

The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. First part of the class will cover the basic principle of programming in general; language-independent terms, and then discusses how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the RAD Tools.

#### **ISEM 2450 Management Information Systems (3,3,0)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business, I.T. 1120 Business Information Systems or equivalent

The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

#### **ISEM 2600 Data Management in Business (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems  
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

#### **ISEM 3010 Business Systems Analysis and Design (3,3,0)**

Prerequisite: ISEM 2600 Data Management in Business  
This course provides students with techniques of business

systems analysis and design. The course covers all the phases of the systems development life cycle: initiation, analysis, design, development, and implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

#### **ISEM 3020 IT Governance, Audit and Control (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems  
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information technology is the engine that runs modern organizations. As such, it must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the important of security and privacy. This course is aligned to the COBIT control objectives, it provides a fundamental understanding of IT governance, controls, auditing applications, systems development, and operations.

#### **ISEM 3120 Seminar in Information Systems and e-Business Management (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems  
This is a seminar-type of course which mainly emphasizes the introduction and discussions on the new topics in IS and related fields. It aims to equip students with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and group-working towards individual competency and success.

#### **ISEM 3130 e-Marketing (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems  
This course provides students with an understanding of the marketing principles and practices of e-Marketing. The course emphasizes the role of electronic technology, including social media, in implementing marketing strategies. Topics include foundations of e-Marketing and social media, online advertising, affiliate marketing, search engine marketing, search engine optimization, viral marketing, online reputation management, Web PR, website optimization and web analytics, social media marketing, mobile marketing, and e-Marketing plan and strategies. Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

#### **ISEM 3140 Web Site Design and Business Applications (3,3,0)**

Prerequisite: I.T. 1120 Business Information Systems or equivalent

The course aims to introduce the concepts and techniques for developing a transaction-based Web site using contemporary tools in order to market the products and services of organization.

#### **ISEM 3150 Consumer Insight: Customer Knowledge Management and Web Analytics (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems or equivalent

The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data (web traffic and visitor information), and focuses on how data collected are put to work improving marketing performance and customer service. The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.