

## Four-Year Study Plan of Public Relations and Advertising Programme (2020 cohort)

Rev 20230911

REV 20230911

Course Code	Course Title	Year One			Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Summer/ Winter	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (48 Units)										
PRA2013	Principles of Advertising		3							
COMM2043	Introduction to Visual Communication				3					
PRA2003	Principles of Public Relations				3					
PRA2033	Computer Visual Design				3					
COMM2003	Communication Theory					3				
PRA3013	Public Relations Writing					3				
PRA3073	Branding in Advertising					3				
COMM3003	Communication Research						3			
PRA3003	Consumer Behaviour						3			
PRA3023	Advertising Copywriting						3			
PRA3063	Digital Media						3			
PRA3083	Crisis Management and Risk Communication							3		
PRA3093	Media and Event Planning							3		
PRA4033	Integrated Marketing Communication							3		
PRA4063	Public Relations and Advertising Strategic Campaigns								3	
PRA4023	Final Year Project (PRA)									3
II. Major Elective Courses (12 Units)										
ME01 ME02 ME03 ME04								3	6	3
III. General Education Core Courses (32 Units)										
CHII053	University Chinese (Morality and Foundations of Law)	3								
CHII063	Chinese Culture and Modern China					3				
CHII073	Contemporary Chinese Society and Thoughts (Theories)		3							
CHII083	Contemporary Chinese Society and Thoughts (Social Practice)		0							
CHII093	Contemporary World and China <sup>⓪</sup>					0				
GCLA1903	English I	3								
GCLA1913	English II		3							
GCLA1923	English III				3					
GCLA1933	English IV					3				
GCIT1XX3	Information Management Technology <sup>⓪</sup>	3								
GCNU1XX3	Numeracy <sup>⓪</sup>		3							
GCPE1XX3	Physical Education <sup>⓪</sup>	1	1							
GCVMI003	Applied Ethics in Humanities and Social Sciences				3					
IV. General Education Distribution Courses (12 Units)										
GDBM1XX3	Foundation Course in Business and Management <sup>⓪</sup>		3							
GDST1XX3	Foundation Course in Science and Technology <sup>⓪</sup>	3								
GDFL1XX3	Foundation Course in Foreign Language <sup>⓪</sup>				3					
GDHC1XX3	Foundation Course in World History and Civilisation <sup>⓪</sup>					3				
V. Whole Person Education Experiential Learning Modules (4 Units)										
WPEX Module I	WPEX1003 Experiential Development	1								
WPEX Module II	WPEX1013 Emotional Intelligence		1							
WPEX Module III	WPEX2003 Sports Culture <sup>⓪</sup> , or WPEX2013 Experiential Arts <sup>⓪</sup>				1					
WPEX Module IV	WPEX2023 Voluntary Service <sup>⓪</sup> , or WPEX2033 Environmental Awareness <sup>⓪</sup>					1				
VI. Free Elective Courses (24 Units)										
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 <sup>⓪</sup>		3 <sup>⓪</sup>			6	6 <sup>⓪</sup>	6	
Total Units: 132		17	17	3	19	19	18	18	15	6

⓪ This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

⓪ This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

⓪ CHII103 Introduction to Modern Social Theories will be offered under this category.

⓪ Students are highly recommended to take COMM1023 Fundamentals of Communication.

⓪ Students should take one FE(ENG) course under this category.

**ME Course List of PRA (2020 cohort)**
*Rev 20240701*

Course Code	Course Title	Units
CCGC3093	<del>The Art of Communication in Chinese Culture</del> Understanding Communication in Chinese Culture	3
CCGC4033	Aesthetics of Chinese Cinema	3
CCGC4073	Chinese Cultural Resources and Creative Industries	3
<del>COMM2023</del>	<del>Mass Media Writing</del>	<del>3</del>
COMM2033	Persuasion and Social Influence	3
COMM3013	Introduction to Fashion Communication	3
COMM3023	Organizational Communication	3
COMM3033	Social Media Communication	3
COMM3043	Public Affairs and Communication	3
COMM3053	Health and Science Communication	3
COMM3063	Trans-editing for Journalism and Public Relations	3
MCOM3043	Culture, Media and Tourism	3
MCOM3053	Seminar in Cultural Theories and Globalisation	3
MCOM3063	Social Media Analytics	3
MCOM3123	International Communication	3
MCOM3163	Study on Intercultural Communication Issues	3
MCOM3173	Gender, Identity and the Media	3
MCOM3253	Theory and Practice of Online Video	3
MCOM4083	Advanced Audio Production	3
MCOM4093	Technoculture	3
<del>PRA2043</del>	<del>Publication Design</del>	<del>3</del>
PRA2053	Cases Studies in Public Relations and Advertising	3
PRA3033	Research in Public Relations and Advertising	3
<del>PRA3043</del>	<del>Graphic Communication</del>	<del>3</del>
PRA3053	Advanced Design and Visualisation	3
<del>PRA3103</del>	<del>Advertising Portfolio Development</del>	<del>3</del>
PRA3113	Photography and Videography in Advertising	3
PRA4003	Advertising and Society	3
PRA4013	Special Topics in Public Relations and Advertising	3
PRA4043	Advertising Regulation and Ethics	3
PRA4053	Public Relations and Advertising Internship	3
PRA4073	Big Data and Advertising	3
PRA4083	Human Computer Interaction	3