

Four-Year Study Plan of Public Relations and Advertising Programme (2021 cohort)

Rev 20230627

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Course Code	Course Title	Year One				Year Two		Year Three		Year Four	
		Sem 1	Winter	Sem 2	Summer	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (54 Units)											
COMM1023	Fundamentals of Communication	3									
COMM2043	Introduction to Visual Communication			3							
PRA2013	Principles of Advertising			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 and Strategic Communication [®]							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	
PRA4093	Final Year Project (PRA)										6
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04									3	6	3
III. University Core Courses (36 Units)											
UCLC1003	University Chinese	3									
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCLC1033	English for Academic Purposes III						3				
CHII103	Introduction to Modern Social Theories		3								
CHII203	Morality and Foundations of Law					3					
CHII063	Chinese Culture and Modern China						3				
CHII073	Contemporary Chinese Society and Thoughts (Theories)			3							
CHII183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHII193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts [®]						1				
WPEX2023/ WPEX2033	Voluntary Service [®] , or Environmental Awareness [®]					1					
UCLH1XX3	Healthy Lifestyle [®]	1		1			1				
IV. General Education Courses (18 Units)											
Level 1	History and Civilization [®]					3					
Foundational Courses	Quantitative Reasoning [®]	3									
	Values and the Meaning of Life [®]			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation [®] , or Science, Technology and Society [®] , or Sustainable Communities [®]					3 ^④		3			
Level 3 GE Capstone Courses	Service-Learning Course [®] , or Service Leadership Education Course [®] , or Experiential Learning Course [®] , or Interdisciplinary Independent Study [®]									3	
V. Free Elective Courses (27 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 FE09		3 [®]				3	3	3	6	6	3
Total Units: 147		16	5	17	2	19	22	18	18	18	12

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② 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.

③ Students are recommended to take FE course offered by the PRA Programme.

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

⑤ This course has been retitled from Digital Media to Digital Media and Strategic Communication with effective from Semester 1 of AY2023/24.

ME Course List of PRA (2021 cohort)

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Course Code	Course Title	Units
CCGC3093	The Art of Communication in Chinese Culture Understanding Communication in Chinese Culture	3
CCGC4033	Aesthetics of Chinese Cinema	3
CCGC4073	Chinese Cultural Resources and Creative Industries	3
COMM2023	Mass Media Writing	3
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
COMM3073	Advanced Qualitative Research in Communication	3
COMM3083	Advanced Quantitative Research in Communication	3
COMM3093	Media and Mental Health	3
COMM3103	Music as Communication	3
COMM3113	Sustainability and Communication	3
COMM4003	Unveiling Tomorrow ' s Media: Challenges and Tools in Communication	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
PRA2043	Publication Design	3
PRA2053	Cases Studies in Public Relations and Advertising	3
PRA3033	Research in Public Relations and Advertising	3
PRA3043	Graphic Communication	3
PRA3053	Advanced Design and Visualisation	3
PRA3103	Advertising Portfolio Development	3
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