

BNU-HKBU
UNITED INTERNATIONAL COLLEGE
UNDERGRADUATE HANDBOOK
2020-2021

Division of Humanities and Social Sciences
Minor Programme in Public Relations and
Advertising

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1. General Information

1.1. Programme Title

Minor Programme in Public Relations and Advertising
公共关系与广告学副修

1.2. Academic Unit Involved in the Delivery of the Programme

The Programme is to be offered by Public Relations and Advertising (PRA) Programme and administered under the Division of Humanities and Social Sciences (DHSS).

1.3. Programme Aims, Objectives, and Intended Learning Outcomes

With support from the Public Relations and Advertising (PRA) Programme, the aims and objectives of the Minor Programme in Public Relations and Advertising are:

- a) To better prepare non-PRA major students at UIC for their careers and to enhance their competitiveness in the job market;
- b) To equip students with core understandings on the basic concepts, processes of public relations and advertising. Students acquire basic skills of creating and disseminating integrated communication materials, with such knowledge and skills add important value to businesses, non-profit organisations, and governments.
- c) To provide students with an opportunity to develop other areas of academic interest further to their major disciplines.

Table 1 outlines the Programme Intended Learning Outcomes (PILOs) of the Minor Programme in PRA whereas Table 2 delineates the alignment of the PILOs with the Graduate Attributes (GAs) of UIC.

Table 1: Programme Intended Learning Outcomes (PILOs)

Upon successful completion of the Minor Programme in PRA, students should be able to:	
PILO 1	Integrate theories and practical skills of public relations and advertising in professional contexts;
PILO 2	Create and disseminate public relations and advertising messages;
PILO 3	Develop critical thinking and problem solving abilities in the context of communicating to a variety of audiences.

Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)

PILOs	GAs							No. of GAs addressed by this PILO
	Know-ledge	Learn-ing	Skills	Creati-vity	Communi-cation	Team-work	Citizen-ship	
PILO 1	X		X		X			3
PILO 2			X	X	X			3
PILO 3	X	X				X		3
<i>No. of PILOs addressing this GA</i>	2	1	2	1	2	1		---

1.4. Medium of Instruction

The medium of instruction for the Programme is English.

1.5. Target Students

The target students of the Programme are all non-PRA major students.

1.6. Year of Implementation

The Minor Programme in Public Relations and Advertising has been offered since the Academic Year of 2015-2016.

2. Programme Requirements and Structure

2.1. Programme Requirements

Students can claim the Minor Programme in Public Relations and Advertising if they can fulfil the following criteria:

- Complete 15 units in accordance with the stipulated programme structure; and
- Attain a minimum cumulative GPA of 2.0 for all the 5 courses (i.e. 2 required courses and 3 elective courses).

2.2. Programme Structure

The curriculum of the Minor Programme is summarised in Table 3 shown below.

Table 3: Curriculum Structure of the Minor Programme in Public Relations and Advertising

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
Required Courses – students should complete 6 units of the following two courses:							
PRA2003	Principles of Public Relations	3	2	X	X		None
PRA2013	Principles of Advertising	3	2	X	X		None
Elective Courses – students should complete 9 units (any 3 courses from the following list):							
COMM2033	Persuasion and Social Influence	3	3	X	X		None
PRA2053	Cases Studies in Public Relations and Advertising	3	3		X	X	None
PRA3003	Consumer Behaviour	3	3	X		X	PRA2013
PRA3063	Digital Media	3	3	X		X	None
PRA3073	Branding in Advertising	3	3	X		X	PRA2013
PRA3083	Crisis Management and Risk Communication	3	3	X		X	PRA2003
PRA3093	Media and Event Planning	3	3		X	X	PRA2003 or PRA2013
PRA4003	Advertising and Society	3	4	X		X	None
PRA4013	Special Topics in Public Relations and Advertising	3	4	X		X	None
PRA4663	Public Relations and Advertising Strategic Campaigns (for Minor Programme Only)	3	4	X	X		PRA2003 or PRA2013