

## Four-Year Study Plan of Public Relations and Advertising Programme (2022 cohort)

Rev 20230625

| Course Code                                      | Course Title                                                                                                                                                                                          | Year One       |       | Year Two       |       | Year Three |       | Year Four |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|----------------|-------|------------|-------|-----------|-------|
|                                                  |                                                                                                                                                                                                       | Sem 1          | Sem 2 | 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<br>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 (37 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     |            |       |           |       |
| CHI1103                                          | Introduction to Modern Social Theories                                                                                                                                                                | 3              |       |                |       |            |       |           |       |
| CHI1203                                          | Morality and Foundations of Law                                                                                                                                                                       |                |       | 3              |       |            |       |           |       |
| CHI1063                                          | Chinese Culture and Modern China                                                                                                                                                                      |                |       |                | 3     |            |       |           |       |
| CHI1073                                          | Contemporary Chinese Society and Thought I                                                                                                                                                            |                | 3     |                |       |            |       |           |       |
| CHI1253                                          | Contemporary Chinese Society and Thought II                                                                                                                                                           |                | 3     |                |       |            |       |           |       |
| CHI1193                                          | Contemporary World and China <sup>①</sup>                                                                                                                                                             |                |       |                | 2     |            |       |           |       |
| MT1003                                           | Military Training                                                                                                                                                                                     | 2              |       |                |       |            |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                                                                |                | 1     |                |       |            |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>②</sup>                                                                                                                                                                        |                |       |                | 1     |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>④</sup>                                                                                                                              |                |       | 1              |       |            |       |           |       |
| UCHL1XX3                                         | Healthy Lifestyle <sup>⑤</sup>                                                                                                                                                                        | 1              | 1     |                | 1     |            |       |           |       |
| IV. General Education Courses (18 Units)         |                                                                                                                                                                                                       |                |       |                |       |            |       |           |       |
| Level 1                                          | History and Civilization <sup>⑥</sup>                                                                                                                                                                 |                |       | 3              |       |            |       |           |       |
| Foundational<br>Courses                          | Quantitative Reasoning <sup>⑥</sup>                                                                                                                                                                   | 3              |       |                |       |            |       |           |       |
|                                                  | Values and the Meaning of Life <sup>⑥</sup>                                                                                                                                                           |                | 3     |                |       |            |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation <sup>⑥</sup> , or Science,<br>Technology and Society <sup>⑥</sup> , or Sustainable Communities <sup>⑥</sup>                                                        |                |       | 3 <sup>④</sup> |       | 3          |       |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course <sup>⑥</sup> , or Service Leadership<br>Education Course <sup>⑥</sup> , or Experiential Learning Course <sup>⑥</sup> , or<br>Interdisciplinary Independent Study <sup>⑥</sup> |                |       |                |       |            |       | 3         |       |
| V. Free Elective Courses (27 Units)              |                                                                                                                                                                                                       |                |       |                |       |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 FE09     |                                                                                                                                                                                                       | 3 <sup>③</sup> |       | 3              | 3     | 3          | 6     | 6         | 3     |
| Total Units: 148                                 |                                                                                                                                                                                                       | 21             | 20    | 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 courses offered by the PRA Programme.

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

**ME Course List of PRA (2022 cohort)**

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| Course Code         | Course Title                                                                                             | Units        |
|---------------------|----------------------------------------------------------------------------------------------------------|--------------|
| CCGC3093            | <del>The Art of Communication in Chinese Culture</del><br>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            |
| <del>COMM3013</del> | <del>Introduction to Fashion Communication</del>                                                         | <del>3</del> |
| <del>COMM3023</del> | <del>Organizational Communication</del>                                                                  | <del>3</del> |
| <del>COMM3033</del> | <del>Social Media Communication</del>                                                                    | <del>3</del> |
| <del>COMM3043</del> | <del>Public Affairs and Communication</del>                                                              | <del>3</del> |
| <del>COMM3053</del> | <del>Health and Science Communication</del>                                                              | <del>3</del> |
| <del>COMM3063</del> | <del>Trans-editing for Journalism and Public Relations</del>                                             | <del>3</del> |
| <del>COMM3073</del> | <del>Advanced Qualitative Research in Communication</del>                                                | <del>3</del> |
| <del>COMM3083</del> | <del>Advanced Quantitative Research in Communication</del>                                               | <del>3</del> |
| <del>COMM3093</del> | <del>Media and Mental Health</del>                                                                       | <del>3</del> |
| <del>COMM3103</del> | <del>Music as Communication</del>                                                                        | <del>3</del> |
| <del>COMM3113</del> | <del>Sustainability and Communication</del>                                                              | <del>3</del> |
| <del>COMM4003</del> | <del>Unveiling Tomorrow ' s Media: Challenges and Tools in Communication</del>                           | <del>3</del> |
| MCOM3043            | Culture, Media and Tourism                                                                               | 3            |
| MCOM3053            | Seminar in Cultural Theories and Globalisation                                                           | 3            |
| MCOM3063            | Social Media Analytics                                                                                   | 3            |
| MCOM3123            | International Communication                                                                              | 3            |
| <del>MCOM3163</del> | <del>Study on Intercultural Communication Issues</del>                                                   | <del>3</del> |
| 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             | <del>Human Computer Interaction</del><br>Design Thinking and User Experience for Digital Innovation      | 3            |