

Four-Year Study Plan of Public Relations and Advertising Programme (2024 cohort)

Rev 20250626

Rev 20230020

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 and Strategic Communication AI and Strategic Communications					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 ^①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence		1						
WPEX2013	Experiential Arts ^②				1				
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④			1					
UCL1XX3	Healthy Lifestyle ^⑤	1	1		1				
IV. General Education Courses (18 Units)									
Level 1	History and Civilization ^⑥			3					
Foundational Courses	Quantitative Reasoning ^⑥	3							
	Values and the Meaning of Life ^⑥		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑥ , or Sustainable Communities ^⑥			3 ^④		3			
Level 3 GE Capstone Courses	Service-Learning Course ^⑥ , or Service Leadership Education Course ^⑥ , or Experiential Learning Course ^⑥ , or Interdisciplinary Independent Study ^⑥							3	
V. Free Elective Courses (27 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 FE09		3 ^③		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 (2024 cohort)

Rev 20260120

Course Code	Course Title	Units
CCGC3093	Understanding Communication in Chinese Culture	3
CCGC4033	Aesthetics of Chinese Cinema	3
CCGC4073	Chinese Cultural Resources and Creative Industries	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
PRA2053	Cases Studies in Public Relations and Advertising	3
PRA3033	Research in Public Relations and Advertising	3
PRA3053	Advanced Design and Visualisation	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 Design Thinking and User Experience for Digital Innovation	3