

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

Rev 20250626

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
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 ^③			1					
UCHL1XX3	Healthy Lifestyle ^④	1	1		1				
IV. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization ^⑤			3					
	Quantitative Reasoning ^⑤	3							
	Values and the Meaning of Life ^⑤		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑤ , or Science, Technology and Society ^⑤ , or Sustainable Communities ^⑤			3 ^④		3			
Level 3 GE Capstone Courses	Service-Learning Course ^⑤ , or Service Leadership Education Course ^⑤ , or Experiential Learning Course ^⑤ , or Interdisciplinary Independent Study ^⑤								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)

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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