



Hong Kong Baptist University  
School of Communication

# Undergraduate Student Handbook

Academic Year  
2020-2021

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## School of Communication

Communication is the key to a career in the creative industries in a knowledge-based economy. The School of Communication of HKBU is the only academic unit in Hong Kong offering a full range of communication programmes at degree and postgraduate levels. It is housed in a building designed specifically for the purpose of advancing higher education in communication and the media. The Lee Shau Kee

Communication and Visual Arts Building is equipped with sound, film and television studios, facilities for editing videos, films, sound tracks and print publications, laboratories for conducting communication research and a printing press. On its roof is a garden where teachers and students engage in stimulating discussions in a relaxing environment.

The Bachelor of Communication (Honours) programme offers a variety of ways to explore the exciting field of communication and prepare students for careers in the media or postgraduate studies.



*A group photo of the faculty members and supporting staff of the School of Communication*

## Broad-based Admission

The Bachelor of Communication (Honours) Programme - Journalism Major and Public Relations & Advertising Major adopt a broad-based admission policy. Whether they want to study journalism or public relations and advertising, all freshmen are required to take core courses that introduce them to multimedia storytelling techniques, media law and ethics as well as other courses that give them a flavour of different fields of communication studies. Only at the end of year one are each of them assigned a Major and then, in year two, a Concentration.

### Journalism Major

- Chinese Journalism Concentration
- Data and Media Communication Concentration
- International Journalism Concentration

### Public Relations and Advertising Major

- Advertising and Branding Concentration
- Organisational Communication Concentration
- Public Relations Concentration

## Programme-based Admission

The Bachelor of Communication (Honours) Programme - Film Major adopts a programme-based admission policy, i.e. students are admitted directly into this programme in year one.

### Film Major

- Animation and Media Arts Concentration
- Film and Television Concentration



# About the Programmes

## Graduation Requirement under 4-Year Curriculum

Units	Curriculum Structure
12	School Core
46 - 64	Major
3 - 6	Honours Project
13	University Core
18	General Education
Up to 36	Free Electives
<b>128</b>	<b>Total</b>

## University Core

Units	Subjects
6	University English I and II
3	University Chinese
2	Healthy Lifestyle
2	Art of Persuasion
<b>13</b>	<b>Total</b>

## General Education (GE)

Units	Subjects
9	Foundational Courses
6	Interdisciplinary Thematic Courses
3	GE Capstone
<b>18</b>	<b>Total</b>

## Free Electives

Under the new curriculum, programmes would allow students to take up to 36 units of free electives. Electives facilitate free pursuit of academic interests and widen academic exposure through which students can pursue a minor, or choose other courses that cater for their interests and future needs.

## School Core Courses

1. COMM 1015 Introduction to Media and Communication
2. COMM 1016 Ethics, Law and Communication
3. COMM 1017 Multimedia Storytelling
4. 4<sup>th</sup> School Core Course  
*Choose **One** from the following three courses [3 units each]*
  - COMM 2017 Visual Communication
  - COMM 2026 Nonverbal Communication
  - COMM 2027 AI and Digital Communication

## Taught Postgraduate Courses

Year 3 and 4 students with a GPA 3.0 or above are allowed to enroll on taught postgraduate courses.

For details, please refer to the school website  
[http://www.comm.hkbu.edu.hk/admission/en/curriculum\\_structure.html/](http://www.comm.hkbu.edu.hk/admission/en/curriculum_structure.html/)

## Assignment of Majors and Concentrations

Bachelor of Communication (JS 2310) students opt for a Major at the end of their first year of studies according to their personal preferences and academic performance. In year two, they are assigned to a Concentration based on their choices and scores in relevant courses.

## About the Programmes



*Roof top garden party*

### **Double Degree Programme with the University of Queensland in Australia**

The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the Faculty of Humanities and Social Sciences, The University of Queensland (UQ), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism or Bachelor of Communication conferred by UQ.

The Programme fully adopts the same structure of the existing programmes offered by HKBU and UQ.

For details, please visit the [http://www.comm.hkbu.edu.hk/comd-www/english/academic\\_programmes/m\\_ug\\_double\\_degree.htm](http://www.comm.hkbu.edu.hk/comd-www/english/academic_programmes/m_ug_double_degree.htm).



*Mentoring and Academic advising to students*

### **Double Degree Programme with the University of Missouri in the United States**

The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the School of Journalism, The University of Missouri (MU), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. HKBU students will spend their first two years at HKBU and the following two years at MU. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism conferred by MU.

For details, please visit the [http://www.comm.hkbu.edu.hk/comd-www/english/academic\\_programmes/m\\_ug\\_double\\_degree.htm](http://www.comm.hkbu.edu.hk/comd-www/english/academic_programmes/m_ug_double_degree.htm).

# FILM

- Animation and Media Arts Concentration
- Film and TV Concentration
  - Professional Option
  - Liberal Studies Option



## Film Major (FILM)

The 4-year Film Major programme offers a unique integration of two concentrations – Film and Television Concentration, Animation and Media Arts Concentration – to equip students with the knowledge required to develop careers in the creative industries, such as film and television production, digital animation and media- or arts-related administration. Film and Television Concentration provides comprehensive training in film and television, with attention to relevant areas of theory, history, and practice. We offer two distinct options: 'Professional Option' and 'Liberal Studies Option'. Animation and Media Arts Concentration provides broad training in visual media and creativity, with an emphasis on digital animation and interactivity.



Student AR installation project "They Said"



2019 Animation and Media Arts Graduation Exhibition



The 1<sup>st</sup> Global University Film Awards: Award Presentation Ceremony



## Animation and Media Arts Concentration

Units	Curriculum Structure
<b>67</b>	<b>Major</b>
12	School Core Courses
13	Major Core Courses
33	Concentration Required Courses
6	Honours Project
3	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	FILM 2006	Introduction to Production
0	FILM 2008-9	Practicum I
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
0	FILM 3008-9	Practicum II
1	FILM 3125	Honours Project Preparation Workshop
3	FILM 4047	Film Theory and Criticism



Masterclass with Director Mr. Raman Hui

### Units Concentration Required Courses

3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2056	Drawing
3	FILM 3055	3D Modeling, Texture and Rendering
3	FILM 3087	Understanding Animation
3	FILM 3095	Animation Workshop I: Principles, Aesthetics, and Production
3	FILM 3107	Interactive Graphics
3	FILM 4036	Animation Workshop II: Body Mechanics
9		<i>Choose <b>Three</b> from the following six courses [3 units each]</i>
	FILM 3045	Creative Arts and Visual Strategy
	FILM 3106	Sound Design for Animation
	FILM 3115	Virtual World: Design and Interaction
	FILM 4056	Character Design & Storyboarding
	FILM 4075	Facial Animation
	FILM 4076	Character Animation

### Units Honours Project

6	FILM 4868-9	Honours Project in Animation and Media Arts
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## Animation and Media Arts Concentration

### Units Curriculum Structure

<b>67</b>	<b>Major</b>
12	School Core Courses
13	Major Core Courses
33	Concentration Required Courses
6	Honours Project
3	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	FILM 2007	Principles of Photo-imaging
3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2045	Art History
3	FILM 3006	Film Sound
3	FILM 3016	Non-fiction Film
3	FILM 3025	Digital Aesthetics and Practices
3	FILM 3026	Documentary Photography
3	FILM 3035	Chinese-language Cinema
3	FILM 3045	Creative Arts and Visual Strategy
3	FILM 3047	Hollywood Cinema
3	FILM 3066	Television Programming and Concepts
3	FILM 3067	Creative Media Management
3	FILM 3076	Screen Acting Workshop
3	FILM 3077	The Art of Documentary Film

3	FILM 3085	Film Music and Sound Design
3	FILM 3086	Independent Cinema
3	FILM 3087	Understanding Animation
3	FILM 3097	Hong Kong Cinema
3	FILM 3105	Alternative Animation
3	FILM 3106	Sound Design for Animation
3	FILM 3107	Interactive Graphics
3	FILM 3115	Virtual World: Design and Interaction
3	FILM 4006	Advanced Experimental Image Processing
3	FILM 4007	Advanced Script Writing
0	FILM 4016	Internship
3	FILM 4017	Motion Graphic Design
3	FILM 4026	East Asian Cinemas: History and Current Issues
3	FILM 4027	Special Topics in Film
3	FILM 4035	Production Management
3	FILM 4037	Studies in French Cinema
3	FILM 4045	Studies in German Cinema
3	FILM 4046	Advanced Cinematography
3	FILM 4056	Character Design and Storyboarding
3	FILM 4065	Art Direction and Production Design
3	FILM 4066	Visual Effects Workshop
3	FILM 4075	Facial Animation
3	FILM 4076	Character Animation
3	FILM 4077	Creative Production in Extended Reality
3	FILM 4085	Screen Adaptation

## Film and TV Concentration (Professional Option)

### Units Curriculum Structure

<b>82</b>	<b>Major</b>
12	School Core Courses
7	Major Core Courses
45	Concentration Required Courses
6	Honours Project
12	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>15</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
	<i>Choose <b>One</b> from the following three courses [3 units each]</i>	
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	FILM 2006	Introduction to Production
0	FILM 2008-9	Practicum I
0	FILM 3008-9	Practicum II
1	FILM 3125	Honours Project Preparation Workshop
3	FILM 4047	Film Theory and Criticism



Masterclass with Film Director Mr. Valentin Hitz

### Units Concentration Required Courses

3	FILM 2005	History of Cinema
3	FILM 2065	Cinematography
3	FILM 2066	Reading Literature
6	FILM 2067	The Art of Script Writing
3	FILM 3006	Film Sound
3	FILM 3016	Non-Fiction Film
3	FILM 3076	Screen Acting Workshop
3	FILM 3077	The Art of Documentary Film
3	FILM 3116	The Art of Editing
3	FILM 4035	Production Mngement
3	FILM 4065	Art Direction
6	FILM 4086	Film Directing
3	FILM 4087	Post-Production Workshop

### Units Honours Project

6	FILM 4878-9	Honours Project in Film and Television
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## Film and TV Concentration (Professional Option)

Units	Curriculum Structure
<b>82</b>	<b>Major</b>
12	School Core Courses
7	Major Core Courses
45	Concentration Required Courses
6	Honours Project
12	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>15</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	FILM 2007	Principles of Photo-imaging
3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2045	Art History
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
3	FILM 3025	Digital Aesthetics and Practices
3	FILM 3027	Television Studio Production
3	FILM 3035	Chinese-language Cinema
3	FILM 3045	Creative Arts and Visual Strategy
3	FILM 3047	Hollywood Cinema
3	FILM 3066	Television Programming and Concepts

3	FILM 3067	Creative Media Management
3	FILM 3085	Film Music and Sound Design
3	FILM 3086	Independent Cinema
3	FILM 3087	Understanding Animation
3	FILM 3097	Hong Kong Cinema
3	FILM 3105	Alternative Animation
3	FILM 3106	Sound Design for Animation
3	FILM 3107	Interactive Graphics
3	FILM 3115	Virtual World: Design and Interaction
3	FILM 3117	Documentary Production
3	FILM 4007	Advanced Script Writing
0	FILM 4016	Internship
3	FILM 4017	Motion Graphic Design
3	FILM 4026	East Asian Cinemas: History and Current Issues
3	FILM 4027	Special Topics in Film
3	FILM 4046	Advanced Cinematography
3	FILM 4056	Character Design and Storyboarding
3	FILM 4066	Visual Effects Workshop
3	FILM 4075	Facial Animation
3	FILM 4076	Character Animation
3	FILM 4077	Creative Production in Extended Reality
3	FILM 4085	Screen Adaptation

## Film and TV Concentration (Liberal Studies Option)

### Units Curriculum Structure

<b>67</b>	<b>Major</b>
12	School Core Courses
13	Major Core Courses
27	Concentration Required Courses
6	Honours Project
9	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>

**128 Total**

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	FILM 2006	Introduction to Production
0	FILM 2008-9	Practicum I
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
0	FILM 3008-9	Practicum II
1	FILM 3125	Honours Project Preparation Workshop
3	FILM 4047	Film Theory and Criticism



Masterclass delivered by film director Mr. Tsai Ming-liang

### Units Concentration Required Courses

3	FILM 2005	History of Cinema
3	FILM 2015	Script Writing
3	FILM 2065	Cinematography
6	FILM 3116	The Art of Editing
3	FILM 3117	Documentary Production
3	FILM 4015	Film and TV Directing
3	FILM 4055	Television and New Media
3		<i>Choose <b>One</b> from the following four courses [3 units each]</i>
	FILM 3035	Chinese-language Cinema
	FILM 3047	Hollywood Cinema
	FILM 4026	East Asian Cinemas: History and Current Issues
	FILM 4037	Studies in French Cinema
3		<i>Choose <b>One</b> from the following four courses [3 units each]</i>
	FILM 3006	Film Sound
	FILM 3016	Non-fiction Film
	FILM 4007	Advanced Script Writing
	FILM 4046	Advanced Cinematography

## Film and TV Concentration (Liberal Studies Option)

Units	Curriculum Structure
<b>67</b>	<b>Major</b>
12	School Core Courses
13	Major Core Courses
27	Concentration Required Courses
6	Honours Project
9	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	FILM 2007	Principles of Photo-imaging
3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2045	Art History
3	FILM 3006	Film Sound
3	FILM 3016	Non-fiction Film
3	FILM 3025	Digital Aesthetics and Practices
3	FILM 3026	Documentary Photography
3	FILM 3027	Television Studio Production
3	FILM 3035	Chinese-language Cinema
3	FILM 3045	Creative Arts and Visual Strategy
3	FILM 3047	Hollywood Cinema
3	FILM 3066	Television Programming and Concepts
3	FILM 3067	Creative Media Management
3	FILM 3076	Screen Acting Workshop

3	FILM 3077	The Art of Documentary Film
3	FILM 3085	Film Music and Sound Design
3	FILM 3086	Independent Cinema
3	FILM 3087	Understanding Animation
3	FILM 3097	Hong Kong Cinema
3	FILM 3105	Alternative Animation
3	FILM 3106	Sound Design for Animation
3	FILM 3107	Interactive Graphics
3	FILM 3115	Virtual World: Design and Interaction
3	FILM 4006	Advanced Experimental Image Processing
3	FILM 4007	Advanced Script Writing
0	FILM 4016	Internship
3	FILM 4017	Motion Graphic Design
3	FILM 4026	East Asian Cinemas: History and Current Issues
3	FILM 4027	Special Topics in Film
3	FILM 4035	Production Management
3	FILM 4037	Studies in French Cinema
3	FILM 4045	Studies in German Cinema
3	FILM 4046	Advanced Cinematography
3	FILM 4056	Character Design and Storyboarding
3	FILM 4065	Art Direction and Production Design
3	FILM 4066	Visual Effects Workshop
3	FILM 4075	Facial Animation
3	FILM 4076	Character Animation
3	FILM 4077	Creative Production in Extended Reality
3	FILM 4085	Screen Adaptation



High Definition TV Studio Floor



Student animation project "Waves"



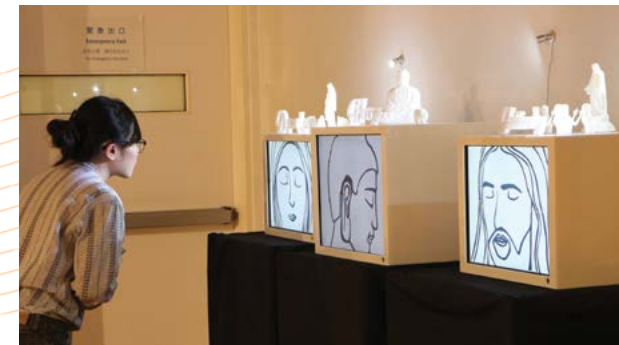
Dolby Atmos Sound Studio



Student animation project "Last Wish"



Film students shot Honours Project



Visitor enjoyed the animation by Animation and Media Arts students



Students joined the Sitges International Fantastic Film Festival, Sitges, Spain



Students joined the Berlin International Film Festival

## Exchange/Study Tour

Aberystwyth University, UK  
Department of Theatre, Film & TV Studies

Beijing Normal University  
School of Art and Communication

Hebei University of Science and Technology  
The Animation College

National Taiwan University of Arts

Peking University  
School of Arts

Shanghai Jiao Tong University  
School of Media and Design

Shanghai Theatre Academy

Shanghai University  
School of Film and TV Arts & Technology

Nanyang Technological University

Ewha Womans University

Akita International University

Kristianstad University

University of Westminster

University of the West of England-Bristol

Bowling Green State University

### Some of the study tours held before are listed below

The Academy of Film organizes a series of Film and Animation Festival Tours to enhance students' competitive edge and their international/global exposure such as Sitges International Fantastic Film Festival (Barcelona, Spain), Busan International Film (Korea), Toronto Reel Asian International Film Festival (Toronto), Far East Film Festival (Udine, Italy), Bucheon International Fantastic Film Festival (Korea) etc.

## Internship

TVB, Cable TV, RTHK (Subject to availability) animation & visual effect studio, corporate communication division, graphic design house, advertising agency, production house, etc.

## Career Prospect

Career prospects for graduates of the Film Major include creative content industries, such as network TV, film, broadcasting, cable TV, multimedia, animation, online and interactive application development, visual graphic design and creative communication, and other sectors involved in the use of electronic image-sound media, such as public relations and advertising, IT, education, publishing, corporate communication, arts and media administration and management, and journalism.



# JOUR

- Chinese Journalism Concentration
- Data and Media Communication
- International Journalism Concentration



# Journalism Major (JOUR)



*The Young Financial Post Awards 2018*

The Journalism Major offers three Concentrations:

Chinese Journalism Concentration provides a professional education for students who aspire to work in the Chinese-language media. Apart from acquiring news writing and reporting skills in Chinese (Cantonese/Mandarin), students develop their analytical thinking skills by taking courses in media literacy, press law and communication research.

International Journalism Concentration prepares students for the important role of informing Hong Kong about the world and the world about Hong Kong. Developing students' writing and reporting skills in English is the core mission of the programme. Students receive a comprehensive education in the techniques of print, broadcast and multimedia journalism. Theoretical courses in media systems, global news and press law are also offered.

Data and Media Communication Concentration is jointly offered by the Department of Journalism and the Department of Computer Science. This Concentration provides students with the cutting-edge interdisciplinary knowledge and skills in data and media communication needed for the changing landscape of today's media industries. Students are equipped with the essential skills of data journalism, including news gathering, investigative reporting, data-driven storytelling and news visualization.



*Programme briefing for Year 1 students*

## Chinese Journalism Concentration

### Units Curriculum Structure

<b>61</b>	<b>Major</b>
12	School Core Courses
22	Major Core Courses
18	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>36</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

2	JOUR 2005	Broadcast Reporting and Production
3	JOUR 2077	Chinese News Reporting and Writing
3	JOUR 2085	English News Reporting and Writing
2	JOUR 2086	Multiplatform Journalism
3	JOUR 2116	Finance and Economics for Journalists
3	JOUR 3137	Communication Theory
3	JOUR 3157	Law and Ethics for Journalists
3	JOUR 4007	Research Methods in Communication
0	JOUR 4015	Journalism Internship



Experimental newspaper, San Po Yan, issued by Chinese Journalism students

### Units Concentration Required Courses

3	JOUR 2046	Advanced Writing and Investigative Reporting (Chinese)
2	JOUR 3245	Journalism Practicum I (Chinese)
2	JOUR 3246	Journalism Practicum II (Chinese)
3	JOUR 4005	Theory and Practice of Journalism in Greater China
		<i>For Broadcast Journalism Stream:</i>
3	JOUR 2095	Advanced Broadcast Production and Investigating Reporting
3	JOUR 3047	News Anchoring
2	JOUR 3265	Journalism Practicum (Broadcast)
		<i>For Financial Journalism Stream:</i>
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
2	JOUR 3266	Journalism Practicum (Finance)
		<i>For General Stream:</i>
6		Students are required to take two Major Elective Courses
2	JOUR 3247	Journalism Practicum III (Chinese)

### Units Honours Project

3	JOUR 4865	Honours Project in Chinese Journalism
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## Chinese Journalism Concentration

### Units Curriculum Structure

#### 61 Major

12	School Core Courses
22	Major Core Courses
18	Concentration Required Courses
3	Honours Project
6	Major Elective Courses

#### 13 University Core

#### 18 General Education

#### 36 Free Electives

#### 128 Total

### Units Major Elective Courses

3	JOUR 2046	Advanced Writing and Investigative Reporting (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 2095	Advanced Broadcast Production and Investigating Reporting
3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2106	Data Visualization
3	JOUR 3016	Political Economy for Journalists
3	JOUR 3046	Critical Comparative Studies of News Media Systems
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3097	Current Hong Kong Issues for Communicators
3	JOUR 3105	Current Issues in Journalism
3	JOUR 3107	Media Development in Global Perspective
3	JOUR 3115	Media Management

3	JOUR 3117	News Translation
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
3	JOUR 3205	Convergence Editing (Broadcast)
3	JOUR 3215	Convergence Editing (Chinese)
3	JOUR 3225	Convergence Editing (English)
3	JOUR 3235	Convergence Editing (Finance)
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing

## Data and Media Communication

( For Financial Journalism Stream )

Units	Curriculum Structure	Units
<b>61</b>	<b>Major</b>	<b>63</b>
12	School Core Courses	12
22	Major Core Courses	22
15	Concentration Required Courses	23
3	Concentration Elective Courses	3
3	Honours Project	3
6	Major Elective Courses	0
<b>13</b>	<b>University Core</b>	<b>13</b>
<b>18</b>	<b>General Education</b>	<b>18</b>
<b>36</b>	<b>Free Electives</b>	<b>34</b>
<b>128</b>	<b>Total</b>	<b>128</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
<i>Choose <b>One</b> from the following three courses [3 units each]</i>		
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

2	JOUR 2005	Broadcast Reporting and Production
3	JOUR 2077	Chinese News Reporting and Writing
3	JOUR 2085	English News Reporting and Writing
2	JOUR 2086	Multiplatform Journalism
3	JOUR 2116	Finance and Economics for Journalists
3	JOUR 3137	Communication Theory
3	JOUR 3157	Law and Ethics for Journalists
3	JOUR 4007	Research Methods in Communication

### Units Concentration Required Courses

3	COMP 2865	Fundamentals of Data Analysis and Management
1	COMP 3925	Data Analysis Studio
3	COMP 4115	Exploratory Data Analysis and Visualization
3	ITEC 2016	Data-driven Visualization for the Web
2	JOUR 3155	Investigative Reporting for Data and Media Communication
3	JOUR 4046	Integrated Data-driven Storytelling

*For Financial Journalism Stream:*

3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
2	JOUR 3266	Journalism Practicum (Finance)

### Units Concentration Elective Courses

3	COMP 4015	Artificial Intelligence and Machine Learning
3	COMP 4027	Data Mining and Knowledge Discovery
3	COMP 4045	Human-Computer Interaction
3	COMP 4075	Social Computing and Web Intelligence
3	COMP 4909	Data Media Project II
3	COMP 7930	Big Data Analysis
2	JOUR 2005	Broadcast Reporting and Production
2	JOUR 2086	Multiplatform Journalism
3	JOUR 2105	Visual Journalism
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3115	Media Management
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in China

*Any course approved by the Department of Computer Science and Department of Journalism.*

### Units Honours Project

3	JOUR 4855	Honours Project in Data and Media Communication
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## Data and Media Communication

( For Financial Journalism Stream )

Units	Curriculum Structure	Units
<b>61</b>	<b>Major</b>	<b>63</b>
12	School Core Courses	12
22	Major Core Courses	22
15	Concentration Required Courses	23
3	Concentration Elective Courses	3
3	Honours Project	3
6	Major Elective Courses	0
<b>13</b>	<b>University Core</b>	<b>13</b>
<b>18</b>	<b>General Education</b>	<b>18</b>
<b>36</b>	<b>Free Electives</b>	<b>34</b>
<b>128</b>	<b>Total</b>	<b>128</b>

### Units Major Elective Courses

3	JOUR 2046	Advanced Writing and Investigative Reporting (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 2095	Advanced Broadcast Production and Investigating Reporting
3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2106	Data Visualization
3	JOUR 3016	Political Economy for Journalists
3	JOUR 3046	Critical Comparative Studies of News Media Systems
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3097	Current Hong Kong Issues for Communicators
3	JOUR 3107	Media Development in Global Perspective
3	JOUR 3115	Media Management
3	JOUR 3117	News Translation



New media classroom

3	JOUR 3136	International News in a Globalized World
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
3	JOUR 3205	Convergence Editing (Broadcast)
3	JOUR 3215	Convergence Editing (Chinese)
3	JOUR 3225	Convergence Editing (English)
3	JOUR 3235	Convergence Editing (Finance)
3	JOUR 3276	Data Story Laboratory I
3	JOUR 3277	Data Story Laboratory II
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing

## International Journalism Concentration

### Units Curriculum Structure

<b>61</b>	<b>Major</b>
12	School Core Courses
22	Major Core Courses
18	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>36</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

2	JOUR 2005	Broadcast Reporting and Production
3	JOUR 2077	Chinese News Reporting and Writing
3	JOUR 2085	English News Reporting and Writing
2	JOUR 2086	Multiplatform Journalism
3	JOUR 2116	Finance and Economics for Journalists
3	JOUR 3137	Communication Theory
3	JOUR 3157	Law and Ethics for Journalists
3	JOUR 4007	Research Methods in Communication
0	JOUR 4015	Journalism Internship



Students at the Global Media Forum in Germany

### Units Concentration Required Courses

3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 3136	International News in a Globalized World
2	JOUR 3255	Journalism Practicum I (English)
2	JOUR 3256	Journalism Practicum II (English)
		<i>For Broadcast Journalism Stream:</i>
3	JOUR 2095	Advanced Broadcast Production and Investigating Reporting
3	JOUR 3047	News Anchoring
2	JOUR 3265	Journalism Practicum (Broadcast)
		<i>For Financial Journalism Stream:</i>
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
2	JOUR 3266	Journalism Practicum (Finance)
		<i>For General Stream:</i>
6		Students are required to take two Major Elective Courses
2	JOUR 3257	Journalism Practicum III (English)

### Units Honours Project

3	JOUR 4885	Honours Project in International Journalism
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## International Journalism Concentration

### Units Curriculum Structure

<b>61</b>	<b>Major</b>
12	School Core Courses
22	Major Core Courses
18	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>36</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	JOUR 2046	Advanced Writing and Investigative Reporting (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 2095	Advanced Broadcast Production and Investigating Reporting
3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2106	Data Visualization
3	JOUR 3016	Political Economy for Journalists
3	JOUR 3046	Critical Comparative Studies of News Media Systems
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3097	Current Hong Kong Issues for Communicators
3	JOUR 3107	Media Development in Global Perspective
3	JOUR 3115	Media Management

3	JOUR 3117	News Translation
3	JOUR 3136	International News in a Globalized World
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
3	JOUR 3205	Convergence Editing (Broadcast)
3	JOUR 3215	Convergence Editing (Chinese)
3	JOUR 3225	Convergence Editing (English)
3	JOUR 3235	Convergence Editing (Finance)
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing

\* All the Major Electives taken by IJ students must be taught in English.





Well-equipped studio for producing television news



Journalism graduates who are winners of the Hong Kong News Awards 2018



Hackathon 2019



Students go to Taiwan in January 2020 to cover the presidential election



Students on a study tour to Rwanda in 2019

## Exchange/Reporting Tour

The Department of Journalism encourages its students to take an exchange semester at an overseas university, and also welcomes their counterparts from overseas to our classes. Exchange programmes are arranged at three levels: University-wide, School and Departmental level. School and Department exchanges usually allow J-students to study at the partner university similar subjects to those they would take here so that the credit units can be transferred, and they will graduate at the normal time. Furthermore, students can join overseas reporting tours so that they can have opportunities to report news outside Hong Kong. In the past, the Department led students to Taiwan, Myanmar, North Korea, Germany, Spain, Africa, etc.

## Internship

The Department will work with the industry closely to arrange internship positions for our undergraduate students. The internship normally lasts for at least two months at the end of the third year. The internship usually runs from early June to the end of August but some employers may require slightly different periods. Employers will be invited to report on students' performance, and students will also be asked to report on the internship.



Student Lee Sing Chak (fifth from left) works as an intern at the Frontier Myanmar Magazine in 2017

## Summer Internship Organization Lists

*(Subject to the availability of internship positions offered to the Department.)*

Agence France-Presse	HK01	Now TV
Apple Daily	Hong Kong Commercial Broadcasting Co. Ltd	Phoenix Satellite Television
Associated Press Television News	Hong Kong Economic Journal	Radio Television Hong Kong
Cable TV	Hong Kong In-Media	South China Morning Post
China Daily Hong Kong	Initium Media	Stand News
Consumer Council	Metro Daily	The New York Times
Frontier Myanmar Magazine	Metro Radio	The Standard
Government Information Services Department	Ming Pao	Thomson Reuters Hong Kong Ltd
	Next Magazine	U Magazine

## Career Prospect

Many graduates of Journalism Major become reporters, editors, correspondents and producers in print, electronic and online media. Others move into related fields such as public relations, marketing, business and commerce, government service and education. Some pursue further studies in Hong Kong or overseas. We have a good number of winners of prestigious media awards and scholarships for postgraduate studies abroad.

# PRA

- Advertising and Branding Concentration
- Organizational Communication Concentration
- Public Relations Concentration



# Public Relations and Advertising Major (PRA)

The Public Relations and Advertising Major offers three Concentrations: Advertising and Branding Concentration, Organizational Communication Concentration and Public Relations Concentration. Advertising and Branding Concentration offers training in strategic planning, brand storytelling and concept expression. It prepares students to present ideas in an innovative and socially responsible way for effective brand communication and promotions. Organizational Communication Concentration offers training in knowledge integration and creation, the development of expressive and analytical skills, critical thinking, team building, as well as decision-making and problem-solving abilities. Students of Public Relations Concentration will acquire both the critical understanding and relevant skills to develop successful careers in corporate communication, public affairs, social responsibility, media relations, crisis communication and digital public relations across different sectors (i.e. business, government or non-profit organizations).

## IAA Accreditation

The School of Communication has scored a first in the Greater China region by winning recognition from the International Advertising Association (IAA), the world's most influential organization in the advertising industry. The Public Relations and Advertising Major has been awarded the IAA's highly regarded accreditation. Students graduating from the Public Relations and Advertising & Branding concentrations will be awarded the IAA's Certificate in Marketing Communications, in addition to the Bachelor of Communication degree.

Since 2015 with full subsidy provided by the Department, a total of six students from PRA Major were nominated to participate in the IAA Apprentice Conference at Dubai. Their full performance was well-recognized by the related organizer.

*PRA Campaign Competition 2018*



## Advertising and Branding Concentration

### Units Curriculum Structure

<b>64</b>	<b>Major</b>
12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>33</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAD 2026	Organizational Communication
3	PRAD 2007	Principles and Practices of Advertising
3	PRAD 2015	Principles and Practices of Public Relations
3	PRAD 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAD 3056	Campaign Planning and Management



Students of PRAD 3046 worked with Cancerinformation.com.hk on a service learning project

### Units Concentration Required Courses

3	PRAD 3005	Advertising Copywriting
1	PRAD 3106	Public Relations and Advertising Practicum and internships
3	PRAD 3046	Audience Measurement and Engagement
3	PRAD 4025	Branding and Communication
3	PRAD 4037	Narrative and Storytelling
3	PRAD 4047	Luxury and Services Branding
3	PRAD 4056	Creative Expression
3		<i>Choose <b>One</b> from the following two courses [3 units each]</i>
	PRAD 4065	Advanced Quantitative Communication Research
	PRAD 4006	Advanced Qualitative Communication Research

### Units Honours Project

3	PRAD 4895	Public Relations and Advertising Honours Project
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## Advertising and Branding Concentration

Units	Curriculum Structure
<b>64</b>	<b>Major</b>
12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>33</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	COMM 2026	Nonverbal Communication
3	PRAD 2025	Communication, Technology, and Change
3	PRAD 2027	Communication for Service Management
3	PRAD 2036	Group Communication
3	PRAD 2037	Interpersonal Communication
3	PRAD 2045	Interviewing
3	PRAD 3007	Advertising Design and Visualization
3	PRAD 3017	Strategic Communication and Emerging Media Trends
3	PRAD 3027	Digital Audio and Video Production
3	PRAD 3035	Public Relations Writing
3	PRAD 3045	Managing Internal Public Relations
3	PRAD 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAD 3065	Organizational Event Planning and Management
3	PRAD 3066	Writing for Professional Communication
3	PRAD 3067	Health Communication
3	PRAD 3075	Intercultural Communication

3	PRAD 3076	Organizational Communication Training and Development
3	PRAD 3077	Psychology of Communication
3	PRAD 4006	Advanced Qualitative Communication Research
3	PRAD 4016	Strategic Issues and Crisis Management
3	PRAD 4026	Cross-cultural Advertising
3	PRAD 4027	Financial Public Relations
3	PRAD 4036	Social Communication and Advertising
3	PRAD 4045	Advanced Public Relations Writing
3	PRAD 4055	Place Branding
3	PRAD 4057	Organizational Decision Making and Problem Solving
3	PRAD 4065	Advanced Quantitative Communication Research
3	PRAD 4066	Leadership Communication
3	PRAD 4067	Communication Entrepreneurship
3	PRAD 4075	Comprehensive Management Trainee Assessment
3	PRAD 4076	Conflict and Negotiation
3	PRAD 4077	Special Topics in Communication Studies

## Organizational Communication Concentration

### Units Curriculum Structure

<b>67</b>	<b>Major</b>
12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
9	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAD 2026	Organizational Communication
3	PRAD 2007	Principles and Practices of Advertising
3	PRAD 2015	Principles and Practices of Public Relations
3	PRAD 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAD 3056	Campaign Planning and Management



ORGC Student presented Honours Project

### Units Concentration Required Courses

3	PRAD 2027	Communication for Service Management
3	PRAD 3065	Organizational Event Planning and Management
3	PRAD 3066	Writing for Professional Communication
1	PRAD 3106	Strategic Communication Practicum and Internships
3	PRAD 4066	Leadership Communication
3		<i>Choose <b>Two</b> from the following five courses [3 units each]</i>
	PRAD 3067	Health Communication
	PRAD 3076	Organizational Communication Training and Development
	PRAD 4057	Organizational Decision Making and Problem Solving
	PRAD 4067	Communication Entrepreneurship
	PRAD 4075	Comprehensive Management Trainee Assessment
	PRAD 4076	Conflict and Negotiation
	PRAD 4077	Special Topics in Communication Studies
3		<i>Choose <b>One</b> from the following two courses [3 units each]</i>
	PRAD 4065	Advanced Quantitative Communication Research
	PRAD 4006	Advanced Qualitative Communication Research

### Units Honours Project

3	PRAD 4885	Organizational Communication Honours Project
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## Organizational Communication Concentration

Units	Curriculum Structure
<b>67</b>	<b>Major</b>
12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
9	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>30</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units Major Elective Courses

3	COMM 2026	Nonverbal Communication
3	PRAD 2025	Communication, Technology, and Change
3	PRAD 2036	Group Communication
3	PRAD 2037	Interpersonal Communication
3	PRAD 2045	Interviewing
3	PRAD 3005	Advertising Copywriting
3	PRAD 3007	Advertising Design and Visualization
3	PRAD 3017	Strategic Communication and Emerging Media Trends
3	PRAD 3027	Digital Audio and Video Production
3	PRAD 3035	Public Relations Writing
3	PRAD 3045	Managing Internal Public Relations
3	PRAD 3046	Audience Measurement and Engagement
3	PRAD 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAD 3067	Health Communication
3	PRAD 3075	Intercultural Communication
3	PRAD 3076	Organizational Communication Training and Development

3	PRAD 3077	Psychology of Communication
3	PRAD 4006	Advanced Qualitative Communication Research
3	PRAD 4016	Strategic Issues and Crisis Management
3	PRAD 4025	Branding and Communication
3	PRAD 4026	Cross-cultural Advertising
3	PRAD 4027	Financial Public Relations
3	PRAD 4036	Social Communication and Advertising
3	PRAD 4037	Narrative and Storytelling
3	PRAD 4045	Advanced Public Relations Writing
3	PRAD 4047	Luxury and Services Branding
3	PRAD 4055	Place Branding
3	PRAD 4056	Creative Expression
3	PRAD 4065	Advanced Quantitative Communication Research
3	PRAD 4067	Communication Entrepreneurship
3	PRAD 4075	Comprehensive Management Trainee Assessment
3	PRAD 4076	Conflict and Negotiation
3	PRAD 4077	Special Topics in Communication Studies



## Public Relations Concentration

### Units Curriculum Structure

<b>64</b>	<b>Major</b>
12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
<b>13</b>	<b>University Core</b>
<b>18</b>	<b>General Education</b>
<b>33</b>	<b>Free Electives</b>
<b>128</b>	<b>Total</b>

### Units School Core Courses

3	COMM 1015	Introduction to Media and Communication
3	COMM 1016	Ethics, Law and Communication
3	COMM 1017	Multimedia Storytelling
3	4 <sup>th</sup> School Core Course	
		<i>Choose <b>One</b> from the following three courses [3 units each]</i>
	COMM 2017	Visual Communication
	COMM 2026	Nonverbal Communication
	COMM 2027	AI and Digital Communication

### Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAD 2026	Organizational Communication
3	PRAD 2007	Principles and Practices of Advertising
3	PRAD 2015	Principles and Practices of Public Relations
3	PRAD 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAD 3056	Campaign Planning and Management



PRA Students Practicum: an campaign promotion for ONFIRE.HK

### Units Concentration Required Courses

3	PRAD 3017	Strategic Communication and Emerging Media Trends
3	PRAD 3035	Public Relations Writing
3	PRAD 3046	Audience Measurement and Engagement
3	PRAD 3047	Corporate Social Responsibility and Stakeholder Engagement
1	PRAD 3106	Strategic Communication Practicum and Internships
3	PRAD 4016	Strategic Issues and Crisis Management
3	PRAD 4045	Advanced Public Relations Writing
3		<i>Choose <b>One</b> from the following two courses [3 units each]</i>
	PRAD 4006	Advanced Qualitative Communication Research
	PRAD 4065	Advanced Quantitative Communication Research

### Units Honours Project

3	PRAD 4895	Public Relations and Advertising Honours Project
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## Public Relations Concentration

### Units Curriculum Structure

#### 64 Major

12	School Core Courses
21	Major Core Courses
22	Concentration Required Courses
3	Honours Project
6	Major Elective Courses

#### 13 University Core

#### 18 General Education

#### 33 Free Electives

#### 128 Total

### Units Major Elective Courses

3	COMM 2026	Nonverbal Communication
3	PRAD 2025	Communication, Technology, and Change
3	PRAD 2027	Communication for Service Management
3	PRAD 2036	Group Communication
3	PRAD 2037	Interpersonal Communication
3	PRAD 2045	Interviewing
3	PRAD 3005	Advertising Copywriting
3	PRAD 3007	Advertising Design and Visualization
3	PRAD 3027	Digital Audio and Video Production
3	PRAD 3045	Managing Internal Public Relations
3	PRAD 3065	Organizational Event Planning and Management
3	PRAD 3066	Writing for Professional Communication
3	PRAD 3067	Health Communication
3	PRAD 3075	Intercultural Communication
3	PRAD 3076	Organizational Communication Training and Development
3	PRAD 3077	Psychology of Communication

3	PRAD 4006	Advanced Qualitative Communication Research
3	PRAD 4025	Branding and Communication
3	PRAD 4026	Cross-cultural Advertising
3	PRAD 4027	Financial Public Relations
3	PRAD 4036	Social Communication and Advertising
3	PRAD 4037	Narrative and Storytelling
3	PRAD 4047	Luxury and Services Branding
3	PRAD 4055	Place Branding
3	PRAD 4056	Creative Expression
3	PRAD 4057	Organizational Decision Making and Problem Solving
3	PRAD 4065	Advanced Quantitative Communication Research
3	PRAD 4066	Leadership Communication
3	PRAD 4067	Communication Entrepreneurship
3	PRAD 4075	Comprehensive Management Trainee Assessment
3	PRAD 4076	Conflict and Negotiation
3	PRAD 4077	Special Topics in Communication Studies



Students visited international PR agency, SPREAD Vienna



ORGC Student Practicum: Roundtable



HK4As Students' Award 2019



Inauguration of The Young Agency (TYA)



Well established computer laboratory for student's creativity



PRA students joined the Sydney Study Tour in 2020



ORGC Student Practicum: an event for Enlighten-Action for Epilepsy

## Exchange/Study Tour

Some of the study tours held are listed below

- 1 - 10 Jan 2020 8-day Sydney Study Tour
- 20 - 28 May 2019 9-day Russia Study Tour
- 26 May - 2 Jun 2019 8-day Vienna / Prague Study Tour
- 6 - 11 Jan 2018 6-day Tokyo Study Tour
- 18 - 26 May 2017 9-day Amsterdam & Rotterdam, the Netherlands Study Tour
- 4 - 9 Jan 2017 6-day Dubai Study Tour
- 25 - 29 May 2016 5-day Seoul Study Tour
- 6 - 10 Jan 2015 5-day Osaka Study Tour
- 9 - 12 Jan 2013 4-day Seoul Study Tour
- 4 - 7 Jan 2012 4-day Bangkok Study Tour

## Internship

An Internship Coordinator is assigned to communicate with potential employers for the provision of internship opportunities to our students. The internship offers usually provide a basic salary and specialized training/practices in related area.

## Internship Company Lists

- |                                   |  |  |
|-----------------------------------|--|--|
| Alibaba                           | Galaxy (Asia) Limited                            | SCMP   |
| Buzz PR & Company Ltd.            | Instinctive Partners Limited                     | Tuen Mun Hospital New Territories West Cluster |
| Cred Communications               | Luminous MSL                                     | Walt Disney World Resort                       |
| Elite Education services Limited  | Madkids  | Wharf China Estates Limited                    |
| Etcom (Ogilvy [Part of WPP AUNZ]) | Mirum Agency                                     | Wunderman Thompson                             |
| FindDoc                           | MSL Group  | X Social Group                                 |
| Fleishman Hillard                 | Ogilvy & Mather Marketing Communications Limited |  |

## Career Prospect

Careers options are available in strategic communication departments of organizations as well as in PR firms and advertising agencies e.g. agency account directors, corporate communication directors, public affair managers, corporate social responsibility managers, media relations managers, copywriters, art directors, media planners, marketing communication specialists, digital marketing specialists, content managers/creators, brand consultants, management trainees and entrepreneurs.

## Academic Advising/ Mentoring Scheme

The academic advising/mentoring scheme offers individual advices to each student by faculty advisors, and also provides academic advice to help students explore their aptitude and interests before choosing Majors.

### Learning Outcomes

After receiving academic advices from advisors, students are expected:

- to understand the School of Communication and its programmes and facilitate their selection of Majors.
- to obtain guidance in course selection related to their career planning
- to obtain guidance about academic as well as non-academic issues such as curriculum structure, internship, and study tours etc.

### Details

- About 50 faculty members will serve as advisors. Each advisor will be assigned 3 to 4 students as their mentees.
- To better cater for student needs, students are expected to meet with their advisors at least 6 hours in an academic year.

### Actions for students

- In mid-October, check your advisor's name and contact details via BUniPort. Path: Profile > My Profile > Student Record and Personal Particulars
- Usually advisors will invite a group of mentees to have lunch gathering via email. So don't miss this free lunch opportunity.
- Respond to your advisor's invitations.
- Make appointment to meet with your advisor.

## Office of Admissions and Academic Advising

### Coordinators

Dr. COE, Jason

Dr. HUANG, Michelle

Dr. ZHANG, Yin

### Officer

Ms. Sherine TAM  
sherine@hkbu.edu.hk  
3411-7492

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Phone: 3411-5200

Email: commadmission@hkbu.edu.hk

Website: www.comm.hkbu.edu.hk

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Academic advising to Year 1 students on Major Assignment

# Staff List

## School Office

Dean Prof. HUANG Yu	S03033@hkbu.edu.hk 3411-7382
Associate Deans Prof. Kara CHAN	karachan@hkbu.edu.hk 3411-7836
Prof. Cherian GEORGE	cherian@hkbu.edu.hk 3411-7834

## Department Heads and Directors

Academy of Film Prof. Eva MAN	evaman@hkbu.edu.hk 3411-8128
Department of Communication Studies Prof. Vivian SHEER	vsheer@hkbu.edu.hk 3411-7223
Department of Journalism Prof. C.K. LAU	ck-lau@hkbu.edu.hk 3411-2396

## Department Secretaries

Academy of Film Ms. Carmen CHENG	carmenc@hkbu.edu.hk 3411-7395
Ms. Agnes KWOK	oilamkwok@hkbu.edu.hk 3411-8065
Department of Communication Studies Ms. Mimi YIP	mimiyip@hkbu.edu.hk 3411-7832
Ms. Nicola LUK	nicola_luk@hkbu.edu.hk 3411-7224

Department of Journalism Ms. Melody LAU	melodylau@hkbu.edu.hk	3411-7889
Ms. Judith LIU	syliu@hkbu.edu.hk	3411-7490

## Programme Director

Bachelor of Communication (Honours) Programme Director Dr. Angela MAK	angelamak@hkbu.edu.hk	3411-7226
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## Concentrations Programme Directors

### Film Major (FILM)

Animation and Media Arts Concentration Mr. Michael ROBINSON	mikerobinson@hkbu.edu.hk	3411-8021
Film and Television Concentration Mr. Dorothy LAU	dorolau@hkbu.edu.hk	3411-8099

### Journalism Major (JOUR)

Chinese Journalism Concentration Mr. Bruce LUI	brucelui@hkbu.edu.hk	3411-8120
Data and Media Communication Concentration Dr. ZHANG Yin	zhangyin@hkbu.edu.hk	3411-8161
International Journalism Concentration Ms. Robin EWING	ewing@hkbu.edu.hk	3411-2547

### Public Relations and Advertising Major (PRA)

Advertising and Branding Concentration Prof. Kineta HUNG	kineta@hkbu.edu.hk	3411-7227
Organizational Communication Concentration Dr. Timothy FUNG	tfung@hkbu.edu.hk	3411-7381
Public Relations Concentration Dr. Angela MAK	angelamak@hkbu.edu.hk	3411-7226

# Academic Calendar 2020

## AUG

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Enrolment ( <i>New Undergraduate Students</i> )	17 - 18						1
Course Pre-registration ( <i>New Undergraduate Students</i> )	19 - 21	2	3	4	5	6	7
Orientation Activities ( <i>New Undergraduate Students</i> )	20/8 - 5/9	8	9	10	11	12	13
Course Registration ( <i>New Taught Postgraduate Students</i> )	28 - 31	14	15	16	17	18	19
		20	21	22	23	24	25
		26	27	28	29	30	31

## SEP

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Academic Year / First Semester Begin			1	2	3	4	5
New Faculty and Staff Orientation	1	6	7	8	9	10	11
Enrolment ( <i>New Research Postgraduate Students</i> )		13	14	15	16	17	18
Exchange Student Orientation	3 - 4	19	20	21	22	23	24
First Semester / Trimester I Classes Begin		27	28	29	30		
First Day to Add / Drop Courses ( <i>1<sup>st</sup> Semester / Trimester I</i> )	7						
65 <sup>th</sup> Convocation	8						
First Semester / Trimester I Tuition Payment Due Date ( <i>Returning Students</i> )	9						
Continuing Education School Board Meeting	16						
Last Day to Add / Drop Courses ( <i>1<sup>st</sup> Semester / Trimester I</i> )	19						
Senate Meeting	21						

## OCT

	Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Arts Faculty Board Meeting	5				1	2	3		
Social Sciences Faculty Board Meeting	8	4	5	6	7	8	9		
Communication School Board Meeting	9	11	12	13	14	15	16		
Christian Emphasis Week	11 - 17	17	18	19	20	21	22		
Business School Board Meeting		25	26	27	28	29	30		
Council Meeting	13		1	National Day					
Tuition Payment Due Date ( <i>New Students</i> ) – Balance Payment for First Semester	14		2	The day following the Mid-Autumn Festival					
Science Faculty Board Meeting	20		26	The day following the Chung Yeung Festival					
Chinese Medicine School Board Meeting	23								
Information Day for Undergraduate Admission ( <i>2021 Entry</i> )	24								

## NOV

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7	10
8	9	10	11	12	13	14	11
15	16	17	18	19	20	21	16 - 17
22	23	24	25	26	27	28	18
29	30						23
							23/11 - 5/12
							25
							27

## DEC

Sun	Mon	Tue	Wed	Thu	Fri	Sat		
		1	2	3	4	5	1	
6	7	8	9	10	11	12	3	
13	14	15	16	17	18	19	5	
20	21	22	23	24	25	26	7	
27	28	29	30	31			10 - 22	
	25 - 26	Christmas holidays						15
							16	
							19	

Court Meeting
Trimester II Tuition Payment Due Date
61 <sup>st</sup> Commencement
Continuing Education School Board Meeting
Arts Faculty Board Meeting
Trimester I Examinations
Visual Arts Academy Board Meeting
Communication School Board Meeting

Science Faculty Board Meeting
Business School Board Meeting
Social Sciences Faculty Board Meeting
Last Day of Classes ( <i>1<sup>st</sup> Semester</i> )
Senate Meeting
Trimester II Classes Begin
First Day to Add / Drop Courses ( <i>Trimester II</i> )
First Semester Examinations
Council Meeting
Second Semester Tuition Payment Due Date
Last Day to Add / Drop Courses ( <i>Trimester II</i> )

# Academic Calendar 2021

Enrolment (New Research Postgraduate Students)	4
Exchange Student Orientation	8 - 9
First Semester Ends	9
Second Semester Begins Second Semester Classes Begin	11
First Day to Add / Drop Courses (2 <sup>nd</sup> Semester)	13 - 21
First Semester Make-up Examinations	23
Last Day to Add / Drop Courses (2 <sup>nd</sup> Semester)	27
Continuing Education School Board Meeting	

Arts Faculty Board Meeting	1
Social Sciences Faculty Board Meeting	4
Communication School Board Meeting	19
Christian Emphasis Week	21 - 27
Senate Meeting	22
Science Faculty Board Meeting	23
Visual Arts Academy Board Meeting	24

Business School Board Meeting	2
Trimester III Tuition Payment Due Date	3
Founders' Day Service	5
Trimester II Examinations	15 - 27
Council Meeting	16
Arts Faculty Board Meeting	22
Trimester III Classes Begin First Day to Add / Drop Courses (Trimester III)	29

NOTE :      Classes suspended. Designated holidays for academic staff.

JAN	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
						1	2	
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	
	31							
		1	The First Day of January					

FEB	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28						
		12 - 15	Lunar New Year Holidays				

MAR	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

APR	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	
		2 - 5	Easter holidays				
		6	The day following the Ching Ming Festival				

MAY	Sun	Mon	Tue	Wed	Thu	Fri	Sat
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					
		1	Labour Day				
		19	Birthday of the Buddha				

JUN	Sun	Mon	Tue	Wed	Thu	Fri	Sat
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					
		14	Tuen Ng Festival				

JUL	Sun	Mon	Tue	Wed	Thu	Fri	Sat
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					
		1	HKSAR Establishment Day				

Continuing Education School Board Meeting
Last Day to Add / Drop Courses (Trimester III)
Social Science Faculty Board Meeting
Senate Meeting
Baccalaureate Service
Chinese Medicine School Board Meeting
Communication School Board Meeting
Last Day of Classes (2 <sup>nd</sup> Semester)
Business School Board Meeting
Visual Arts Academy Board Meeting

Second Semester Examinations
Science Faculty Board Meeting
Court Meeting
Senate Meeting
Summer Term Begins (Taught Postgraduate Programmes)
First Day to Add / Drop Courses (Summer Term)
Summer Term Tuition Payment Due Date

Last Day to Add / Drop Courses (Summer Term)
Second Semester Make-up Examinations
Second Semester Ends
Council Meeting
Trimester III Examinations
Senate Meeting

Financial Year Begins
Summer Programme (Tentative)
Summer Term Ends (Taught Postgraduate Programmes)

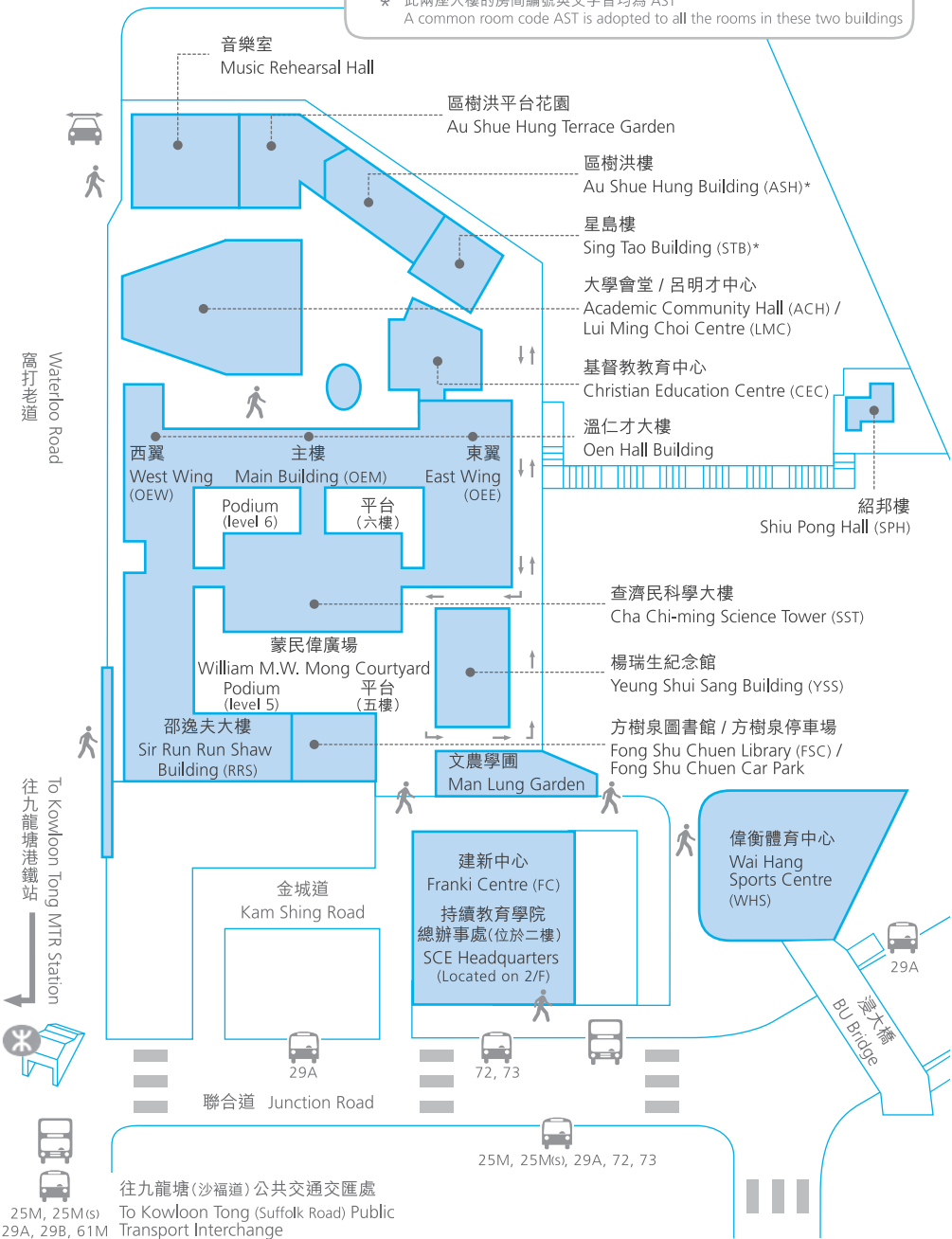


# 善衡校園 Ho Sin Hang Campus (HSHC)

**圖例 Legend**

- 行人入口 Pedestrian Entrance
- 車輛入口 Vehicular Entrance
- 公共巴士站 Bus Stop
- 公共小巴士站 Public Light Bus Stop
- 港鐵站 MTR Station

\* 此兩座大樓的房間編號英文字首均為 AST  
A common room code AST is adopted to all the rooms in these two buildings



< Map information as of March 2020 >

