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1. Introduction

This student handbook provides some general information about the Public Relations and Advertising Programme in the Division of Humanities and Social Sciences, at BNU-HKBU United International College. Students can also find specific information about the programme curriculum, structure, degree requirements, etc. in this handbook. Students should read this handbook carefully and talk to their mentor, teacher, Programme Coordinator, or the Division Dean if they have any queries. The contents of this handbook are for reference only, and are subject to change without prior notice.

2. The Division of Humanities and Social Sciences

The primary academic objective of the Division is to provide students with a number of four-year Honours Degree Programmes. Six major programmes are currently offered:

<table>
<thead>
<tr>
<th>Programme</th>
<th>Degree</th>
<th>Years of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema and Television</td>
<td>BA (Hons) (i)</td>
<td>4</td>
</tr>
<tr>
<td>Government and International Relations</td>
<td>BSocSc (Hons) (ii)</td>
<td>4</td>
</tr>
<tr>
<td>International Journalism</td>
<td>BA (Hons) (iii)</td>
<td>4</td>
</tr>
<tr>
<td>Public Relations and Advertising</td>
<td>BA (Hons) (iv)</td>
<td>4</td>
</tr>
<tr>
<td>Social Work and Social Administration</td>
<td>BSWSA (Hons) (v)</td>
<td>4</td>
</tr>
<tr>
<td>Teaching English as a Second Language</td>
<td>BA (Hons) (vi)</td>
<td>4</td>
</tr>
</tbody>
</table>

3. The Public Relations and Advertising Programme

The Public Relations and Advertising Programme is committed to quality, leading-edge education, and research. It offers the Bachelor of Arts (Honours) in Public Relations and Advertising.

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The degree will be awarded by the Hong Kong Baptist University: (i) Bachelor of Arts (Honours) in Cinema and Television; (ii) Bachelor of Social Sciences (Honours) in Government and International Relations; (iii) Bachelor of Arts (Honours) in International Journalism; (iv) Bachelor of Arts (Honours) in Public Relations and Advertising; (v) Bachelor of Social Work and Social Administration (Honours); (vi) Bachelor of Arts (Honours) in Teaching English as a Second Language.
3.1. **Teaching Methods and Medium of Instruction**

The Division emphasizes active student learning and designs the teaching and learning processes to be consistent with this emphasis. Teaching of media and communication subjects continues to move towards more active, student-centred approaches. Students are expected to solve problems, discuss real world cases, debates on ethical issues, make oral presentations, complete written assignments, and work on group projects throughout the curriculum. All final year students must complete an individual graduation project on a chosen topic which requires the integration and application of skills and knowledge acquired from different disciplines. Guest speakers or external practitioners will be invited to introduce the updated development of the profession and other out-of-classroom activities (e.g. service learning, case competitions, field trips and overseas exchange) are arranged frequently.

Since the Programme emphasizes English as the teaching language, which is quite unique in China’s tertiary education, it would attract many high calibre and qualified students. Moreover, Chinese students are noted for their solid training in languages and mathematics in their high school education. This attribute is quite essential for studying and achieving good academic results in public relations and advertising. The Year 1 curriculum, concentrating mainly in general education subjects, provides a good opportunity for students to experience a solid foundation for studying higher level subjects.

3.2. **Programme Aims, Objectives and Learning Outcomes**

The aim of the BA (Honours) in Public Relations and Advertising is to foster the development of a lively civil society in the Greater China region by equipping its graduates to provide the high-quality mass communication network that such a society will require.

The objective of the programme is to produce well-rounded professionals with:

a) A broad-based knowledge of the way their society works;
b) The professional skills required for researching, writing and presenting advertising and public relations communication of high quality in English;
c) A critical awareness of the role and functions of public relations and advertising in a free society.

Typically the graduates of this programme will be able to:

a) Describe and analyze the social, political, and economic structures of China and other countries;
b) Discuss knowledgeably the way in which the public relations and advertising profession performs in a variety of commercial and non-profit organizational settings;
c) Create public relations and advertising messages, engage in process management and conduct relevant research;

d) Acquire skills used in creating, writing, and producing materials such as spoken word, print, audio, and video communication;

e) Expound and discuss the regulatory and ethical issues relevant to the professional practice of public relations and advertising;

f) Integrate theory and practice in his/her professional activity;

g) Understand the practice of public relations and advertising in local as well as intercultural contexts;

h) Work in English;

i) Participate effectively in a group setting.

4. Teaching Staff

Full-time teaching staff are recruited from all over the world. All professors recruited possess a Ph.D. and have relevant research experience. Experts or specialists in the field of Public Relations and Advertising, with exceptional skills and experience, are also recruited. Presently, Prof. Jeff Wilkinson is the Acting Dean of the Division of Humanities & Social Sciences, and the Programme Coordinator is Dr. Constance Milbourne.

5. Programme Structure

<table>
<thead>
<tr>
<th>Subjects (科目)</th>
<th>Credits (学分)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Required Subjects (专业必修课)</td>
<td>60</td>
</tr>
<tr>
<td>Major Elective Subjects (专业选修课)</td>
<td>3</td>
</tr>
<tr>
<td>General Education Required Subjects (通识教育必修课)</td>
<td>39</td>
</tr>
<tr>
<td>General Education Elective Subjects (通识教育选修课)</td>
<td>33²</td>
</tr>
<tr>
<td>Whole Person Education Experiential Learning Modules (全人教育体验学习课程)</td>
<td>5</td>
</tr>
<tr>
<td>Total (合计)</td>
<td>140</td>
</tr>
</tbody>
</table>

5.1. Major Required Subjects

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Chinese Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM1010</td>
<td>Introduction to Communication</td>
<td>传播学导论</td>
<td>3</td>
</tr>
<tr>
<td>COMM2010</td>
<td>Communication Theory</td>
<td>传播学理论</td>
<td>3</td>
</tr>
<tr>
<td>COMM2040</td>
<td>Interpersonal Communication</td>
<td>人际沟通技巧</td>
<td>3</td>
</tr>
</tbody>
</table>

* Students are recommended to take “MKT2010 Introduction to Marketing”, “ORGC4020 Public Speaking”, “PSY4030 Introduction to Psychology” and “SOC1010 Introduction to Sociology”. 
### Major Elective subjects

Students should complete one of the following subjects:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Chinese Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRA3110</td>
<td>Advertising Appreciation</td>
<td>广告欣赏</td>
<td>3</td>
</tr>
<tr>
<td>PRA3180</td>
<td>Advanced Design and Visualization</td>
<td>高级视觉设计</td>
<td>3</td>
</tr>
<tr>
<td>PRA3210</td>
<td>New Media in Advertising and Public Relations</td>
<td>新媒体与广告及公共关系</td>
<td>3</td>
</tr>
<tr>
<td>PRA4080</td>
<td>Internship</td>
<td>实习</td>
<td>3</td>
</tr>
<tr>
<td>PRA4150</td>
<td>Crisis Communication and Public Relations</td>
<td>危机传播与公共关系</td>
<td>3</td>
</tr>
<tr>
<td>PRA4160</td>
<td>Advertising Regulation and Ethics</td>
<td>广告法规与伦理</td>
<td>3</td>
</tr>
<tr>
<td>---</td>
<td><strong>Total</strong></td>
<td><strong>合计</strong></td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>
The availability of major elective subjects each semester is subject to minor changes and adjustments depending on staff availability.

5.3. **General Education Required (GER) Subjects**

Students should complete the required subjects under each of the following GER categories. For detailed subject offerings, please see Appendix I.

<table>
<thead>
<tr>
<th>GER Category</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Chinese Language</td>
<td>6</td>
</tr>
<tr>
<td>English Language</td>
<td>18</td>
</tr>
<tr>
<td>I.T. Knowledge</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics and Statistics</td>
<td>6</td>
</tr>
<tr>
<td>Physical Education</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>39</strong></td>
</tr>
</tbody>
</table>

5.4. **General Education Elective (GEE) Subjects**

All students are required to take 33 GEE credits. They should complete at least one subject from the category of Chinese Culture and Society, and the remaining credits from any of the following GEE categories, preferably subjects outside their own specialization. For detailed subject offerings, please see Appendix I.

**GEE Category**
- Chinese Culture and Society
- Business and Communication
- Foreign Languages and Cultures
- Humanities
- Social Sciences
- Science and Technology

5.5. **Whole Person Education (WPE) Experiential Learning Modules**

Within the WPE structure, 8 modules are grouped into 5 sections. Each module is worth one credit unit. Students should earn at least one credit from each section in order to meet the WPE graduation requirements.

Please see Appendix II for information about the 8 WPE modules.
6. Subject Descriptions

6.1. Major Required Subjects

COMM1010 INTRODUCTION TO COMMUNICATION (3 credits)

Pre-requisite(s): None
Subject Description: This subject explores the practical and theoretical dimensions of Communication and introduces the discipline as a social process and as a profession. Communication and mass media will receive special emphasis in order to examine how entertainment, news, and commercial information are disseminated to the people through a variety of technologies in the 21st century and the variety of changes in traditional way mass media have operated. Through lectures, discussions, presentations, and tutorials, students will understand the latest trends in communication and how media organizations are evolving for the benefit of China.

COMM2010 COMMUNICATION THEORY (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION
Subject Description: A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass, and public communication theories. Application of the theories is an important component of the class, especially within the context of Chinese society in order to provide a foundation to meet the dynamic changes in the discipline of communication.

COMM2040 INTERPERSONAL COMMUNICATION (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION
Subject Description: This is an introductory subject in communication theory/practice. Students will utilize their powers of speech to increase effectiveness in interpersonal relationships through the understanding of self and others. This subject introduces the student to theories and applications of interacting with others in both formal and informal environments. Principles of spoken and non-verbal communication as well as basic communication styles and processes are examined.

COMM3090 ORGANIZATIONAL COMMUNICATION (3 credits)

Pre-requisites: COMM2040 INTERPERSONAL COMMUNICATION
Subject Description: This subject examines practical issues in working in business organizations. Case studies and team exercises give students practice in areas of strategic planning, conflict resolution, leadership, motivation, delegation, and team building.
COMM4060 INTERCULTURAL COMMUNICATION (3 credits)

Pre-requisites: COMM2040 INTERPERSONAL COMMUNICATION
Subject Description: The subject will cover some important theories and practices which underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

PRA2010 PRINCIPLES OF PUBLIC RELATIONS (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION
Subject Description: The primary objective of this subject is to familiarize students with the basic concepts/principles and practices of public relations. It provides a comprehensive overview of public relations as a vital communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practices, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined. It is the foundation subject for other subjects in public relations.

PRA2020 PRINCIPLES OF ADVERTISING (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION
Subject Description: Students will be introduced to a comprehensive overview of advertising, the advertising planning and production process, the socio-economic aspects of advertising, advertising effects, and future of the advertising industry. The basic perspective is that of the Hong Kong and Asian advertising industry, with comparisons to the West.

PRA2050 COMMUNICATION RESEARCH (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION
Subject Description: The students will learn basic concepts of research and research methodologies as applied in communication. Topics and project applications will include qualitative, quantitative, historical approaches to approach issues in mass media and human communication.

PRA3010 MEDIA PLANNING (3 credits)

Pre-requisites: PRA2010 PRINCIPLES OF PUBLIC RELATIONS, and PRA2020 PRINCIPLES OF ADVERTISING
Subject Description: This subject introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and
the use of computers in media planning are examined.

PRA3020 CONSUMER BEHAVIOUR  (3 credits)

Pre-requisites: PRA2020 PRINCIPLES OF ADVERTISING

Subject Description: This subject studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. The effect of consumer activism on company’s communication strategies will also be examined.

PRA3030 PUBLIC RELATIONS WRITING  (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION, and PRA2010 PRINCIPLES OF PUBLIC RELATIONS

Subject Description: This subject provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

PRA3040 ADVERTISING COPY WRITING  (3 credits)

Pre-requisites: COMM1010 INTRODUCTION TO COMMUNICATION, and PRA2020 PRINCIPLES OF ADVERTISING

Subject Description: This subject deals with the concepts and techniques of advertising copywriting by studying the importance of copywriting in the advertising process, setting standards for good advertising copy, outlining the creative process involved, and analyzing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

PRA3050 RESEARCH IN ADVERTISING AND PUBLIC RELATIONS  (3 credits)

Pre-requisite: PRA2050 COMMUNICATION RESEARCH

Subject Description: This subject provides students advanced application in the execution and practice of research. Particular problems and issues related to advertising and public relations in a Chinese context are explored. Students will carry out original research projects, formulating questions, collecting data, and providing professional-level interpretation.
PRA3060 PUBLIC RELATIONS CAMPAIGN PLANNING (3 credits)

Pre-requisites: PRA3010 MEDIA PLANNING, and
PRA3030 PUBLIC RELATIONS WRITING

Subject Description: The purpose of this subject is to examine in depth the steps in
researching, planning, implementing, and evaluating public relations campaigns and
programmes; to analyze case histories, and to design appropriate PR campaigns and
programmes for selected client and sponsoring organizations. Emphasis is on practical
application and integration of public relations techniques in developing a strategic
communication programme.

PRA3070 ADVERTISING CAMPAIGN PLANNING (3 credits)

Pre-requisite: PRA3010 MEDIA PLANNING, and
PRA3040 ADVERTISING COPYWRITING

Subject Description: The purpose of this subject is to examine in depth the steps in
researching, planning, implementing, and evaluating advertising campaigns and
programmes; to analyze case histories, and to design appropriate advertising campaigns
and programmes for selected client and sponsoring organizations. Emphasis is on
practical application and integration of advertising techniques in developing a strategic
communication programme.

PRA3080 GRAPHIC COMMUNICATION (3 credits)

Pre-requisite: COMM1010 INTRODUCTION TO COMMUNICATION, and
PRA2020 PRINCIPLES OF ADVERTISING

Subject Description: This subject focuses on the creative and visual aspects of
advertising design. Students are required to generate creative ideas and visualize their
concepts aided by computer. Learning will be emphasized through the hands-on
practice of assignments and projects.

PRA3130 ADVANCED PUBLIC RELATIONS WRITING (3 credits)

Pre-requisite: PRA3030 PUBLIC RELATIONS WRITING

Subject Description: This subject provides instruction and writing practice designed to
develop the professional-level writing skills expected of public relations practitioners,
emphasizing the different approaches required for particular audiences and media.
Supervised and individual experiences in communication techniques such as public
speaking, liaison with the media and audio-visual/Internet communications are
assigned. Practical exercise and case studies are conducted in both Chinese and English
languages.
PRA3140 ADVANCED ADVERTISING COPYWRITING (3 credits)

**Pre-requisite:** PRA3040 ADVERTISING COPYWRITING  
**Subject Description:** This subject stresses additional creative copywriting exercises with a specific application to individual media. Moreover, students are encouraged to bridge promotional communications with that of strategic marketing planning in the form of advertising campaigns. Hands-on practices in the preparation of different forms of advertising copywriting are required in the class. Practical exercises and case studies are conducted in both Chinese and English languages.

PRA4020 ADVERTISING AND SOCIETY (3 credits)

**Pre-requisites:** COMM2010 COMMUNICATION THEORY  
**Subject Description:** This subject provides an in-depth examination of advertising as a form of social communication in contemporary society. Stressed are the meanings and functions of advertising in modern culture and advertising's psychological, ideological, and sociological implications. Relevant ethical dimension and responsibilities are considered.

PRA4030 PUBLIC RELATIONS MANAGEMENT (3 credits)

**Pre-requisite:** PRA3060 PUBLIC RELATIONS CAMPAIGN PLANNING  
**Subject Description:** This subject investigates the organization and management of multinational and local public relations consultancies and agencies. The complex role and functions of the client servicing department in these organizations and the principles involved in offering a client-centred professional service are analyzed.

PRA4040 ADVERTISING AGENCY MANAGEMENT (3 credits)

**Pre-requisite:** PRA3070 ADVERTISING CAMPAIGN PLANNING  
**Subject Description:** This subject investigates the organization and management of multinational and local advertising agencies. The complex role and functions of the client servicing department in these organizations and the principles involved in offering a client-centred professional service are analyzed.

PRA4050 SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING (3 credits)

**Pre-requisite:** Senior standing, permission of instructor  
**Subject Description:** This subject provides detailed study of special topics of importance in public relations and advertising. Specific topics and assignments will depend upon the instructor and student level of preparation. The class will typically require each student to select a small number of special topics for intensive study.
Public Relations and Advertising Programme

PRA 4070 PUBLIC RELATIONS AND ADVERTISING PRACTICUM  
(2 credits)

Pre-requisite: Junior standing and permission of programme coordinator  
Subject Description: Students will work with either a local advertising agency or a  
local public relations agency. Each student is assigned a specific position and is  
required to work in a department within the agency.

PRA4090 FINAL YEAR PROJECT  
(4 credits)

Pre-requisite: Senior standing  
Subject Description: The project allows students to develop an independent,  
integrated marketing communication plan for an actual client. Under the guidance of a  
chief adviser, each student generates a client, researches the competitive situation,  
identifies the target market, and construct a specific part of an integrated marketing  
communication campaign such as creative, media, public relations, internet marketing,  multi-media presentation, or other promotional activities. Students can choose to  
conduct an original study on a specific topic in either public relations or advertising.

6.2. Major Elective Subjects

PRA3110 ADVERTISING APPRECIATION  
(3 credits)

Pre-requisites: None  
Subject Description: The aims of the subject are (1) to gain the knowledge required to  
understand and more fully appreciate the role of advertising; (2) to learn and study  
advertising through identification of elements of creative, texture and forms; (3) to  
associate sociological aspects of each historical period. (4) to recognize general  
characteristics of works from the 19th and 20th century periods; (5) to gain the  
knowledge of advertising terms presented in each unit; (6) to gain the knowledge of  
designers/awards.

PRA3180 ADVANCED ADVERTISING DESIGN AND VISUALIZATION  
(3 credits)

Pre-requisite: PRA3080 GRAPHIC COMMUNICATION  
Subject Description: This subject focuses on the creative and visual aspects of  
advertising design. Students are required to generate creative ideas and visualize their  
concepts aided by computer. Learning will be emphasized through the hands-on  
practice of assignments and projects.
PRA3210 NEW MEDIA IN ADVERTISING AND PUBLIC RELATIONS  
(3 credits)

Pre-requisites: PRA major  
Subject Description: This subject examines new media technology and the ways which it influences and converges with traditional media in advertising and public relations. In-depth examination of the uses and effects of various new media, such as internet, multimedia and other technological trends in communication will be emphasized. This subject is aimed to develop and equip students with the ability to plan, execute and evaluate new media in advertising and public relations.

PRA4080 INTERNSHIP  
(3 credits)

Pre-requisite: Permission of programme coordinator  
Subject Description: Public Relations and Advertising students are encouraged to undertake an internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the PRA programme office after the internship.

PRA4150 CRISIS COMMUNICATION AND PUBLIC RELATIONS  (3 credits)

Pre-requisite: PRA2010 PRINCIPLES OF PUBLIC RELATIONS  
Subject Description: This subject investigates the concepts of crisis management, the relationship between public relations and the handling of crises, and the theories and techniques of planning for crisis communications for an organization. This subject will concentrate not only what an organization should do during a crisis, but also on what strategic public relations can do to prevent a crisis from happening. Relevant concepts in strategic public relations management and crisis communication will be investigated to reach that end.

PRA4160 ADVERTISING REGULATION AND ETHICS  (3 credits)

Pre-requisites: Junior standing  
Subject Description: The field of advertising law and regulation is one of the broadest and most complex areas of study in all of mass communication. Commercial speech is considered quite different from journalistic protections and ensuring the free flow of honest information is a concern of every government worldwide. The ethics of advertising consider internal pressures that practitioners face in trying to maximize their success. When ethics lapse into deception and dishonesty, then the government must initiate legal procedures to protect its citizenry. All of these processes are complicated in society and technology change constantly and new ethical and regulatory dilemmas arise even as old ones are decided.
6.3. General Education Subjects

See Appendix I of the Undergraduate Handbook.

6.4. Whole Person Education Experiential Learning Modules

See Appendix II of the Undergraduate Handbook.

7. Internship, Placement and Overseas Visits

In order to provide students with practical experience and broaden their minds and horizons, UIC will try to arrange internships and placement in industries, companies and enterprises, and overseas visits for students (for details, see the UIC website).