

FACULTY OF SOCIAL SCIENCE

Communication

Course List

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COM5771, 5772	Topical Studies in Global Communication I, II	3 each
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Course Description

COM4133, 4134

Special Topic in Communication Studies III, IV

The instructor will lecture on and direct the study of a topic in communication studies that he or she specializes in.

Students are allowed to take the above special topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM4610

Business and Industrial Reporting

Theories and techniques of reporting, writing and editing for business, industry, finance and agriculture. Study of their specific content, staff, design and production methods, including the roles of business and industrial publications in community development, and the interaction between them.

COM4620

Current Affairs and Method of Thinking

This course aims to introduce the practical method of thinking to students. With an illustration of local and international current affairs, this course helps student to develop a versatile mind to grasp the trend of current affairs development.

COM4720

Advanced Broadcast News

This course is an advanced broadcast newsclass which further refines skills acquired in Broadcast News. Through the production of a weekly newscast, the class will simulate a functioning TV newsroom in which student reporters and news editors must adhere to deadlines for producing ENG packages and airing a newscast. Students will also receive instruction in on-air performance as news anchors. Students must have broadcasting or equivalent experience and obtain approval from the Division Head.

COM4730

Documentary

This course explores the many varieties of documentary forms, from TV news and magazine features (both hard and soft) to stand-alone documentaries produced for television and film. Student groups will produce one short documentary during the semester. Students must have broadcasting or equivalent experience and obtain approval from the Division Head.

COM4820

Advertising Creativity and Creation

The course mainly consists of four areas: 1) introduction and analysis of advertising creativity; 2) methods of creating advertising ideas; 3) worldwide and local study cases of print, outdoor, TV and direct mailing advertising; and 4) assignments on advertising creation.

COM4848

New Media Advertising

This course examines new media as an evolving advertising medium. The emphasis is on

understanding the technologies and theories of new media advertising. The course has been developed to guide students through the process of conceiving, executing and evaluating new media advertising and to achieve an understanding of the subject from practical and theoretical perspectives.

COM4956

Fundamentals of Computer Animation

This course is an animation practicum which builds upon the most current and advanced technical skills in animation production for television and film. In this intensive workshop students will have the opportunity to work with high-end software which currently is used by professionals working with computer graphics in animation. The course covers the entire animation process including modeling, lighting, shading, animation, and rendering. Student will be trained both to conceptualize and execute animation projects.

COM5110, 5111

Topical Studies in Communication I, II

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COM5120

Globalization and Communication

Analysis of national or cultural patterns of communication and media system. Emphasis will be given to factors facilitating or restricting the flow of information across national or cultural borders as well as their implications for planned social change. (For taught postgraduate students only; not for students who have taken COM6220.)

COM5130

Political Communication

Political communication refers to the intersection of politics and communication. Covering the major theoretical approaches to study of practices, processes, and social consequences of political communication, the course aims to enable the students to analyse effectively the interplay among media, politics and public opinion.

COM5180

Postgraduate Practicum

Professional mass communication experience in the print, electronic media or advertising/public relations agencies. The Division's approval for enrollment is necessary.

COM5191

Cultural Studies: Theories and Practice

This is a graduate level workshop offering an intellectual genealogy of cultural studies in concrete historical contexts. In spite of the widespread use of the label, there is also widespread confusion to the questions of what is and how to do cultural studies. Since cultural studies does not have a confined body of theory, the course will contextualize this cross-disciplinary field by examining important projects and trajectories carrying its name. Major theorists, concepts and research traditions will be considered in their respective social contexts. At the same time, cases concerning Hong Kong media and culture will be used to demonstrate the skills of doing cultural studies.

COM5220**Communication Theories**

This course provides an overview of the current models and theories about human communication process. It serves as an introduction to the current literature, including the main theories and models, main findings, representative scholars and their works, and key sources of references, and to the varying forms of theories. (For Ph.D. and M.Phil. students only.)

COM5250**Seminar on Thesis Development**

This course is designed for students to explore the characteristics of social science research, to share their experiences in conducting such research, and to develop their research projects. It will integrate four types of research activities: thinking, reading, critiquing, and doing. It will lead to the development of a research project or a thesis proposal. (For Ph.D. and M. Phil. students only.)

COM5310**Statistical Analysis in Communication**

This course aims at introducing graduate students to the study of the scientific discipline of communication. The course covers analyses of data using the general linear model. Topics include simple and multiple regression, analysis of variance and covariance, tests of significance, the interpretation of model parameters and other topics like path analysis and structural equation modeling as time allows. Students are expected to conduct a complete quantitative research and analysis at the end of the course.

COM5320**Quantitative Communication Research**

This course provides an introduction to social scientific methods in communication research. It has two foci: 1) the epistemological and methodological principles of social science approach to communication; and 2) the skills in data handling. Issues covered including concept formation, hypothesis development, research design, sampling, and data gathering and analysis. (For Ph.D. and M.Phil. students only.)

COM5330**Qualitative Communication Research**

This course offers a graduate-level introduction to the qualitative methodology in communication. It will provide students with hands-on experiences with different approaches such as discourse analysis, ethnomethodology, ethnography and biographic method. (For Ph.D. and M.Phil. students only.)

COM5430**Strategic Analysis of Media Industries**

This course investigates the formulation and development of goals and strategies for media industries engaged in the production, distribution, promotion and storage of information, and entertainment. It also introduces concepts, techniques and models related to strategic analysis and development. Economic forces that shape media industries are also examined.

COM5440**Communicating with Consumer Publics**

This course is designed to provide knowledge of one of the key publics for PR practitioners: the consumer publics. Students will explore the mechanisms that form the consumers' attitudes, beliefs and actions and learn how to engage these mechanisms in building effective communications with consumer publics. Basic concepts and principles of consumer behavior will be covered and emphasis will be placed on the cognitive, behavioral and social influences as they relate to consumer attitudes, perceptions and actions. The course will provide broader theoretical and practical knowledge on how to create/sustain change and trust with the consumer publics in business settings.

COM5450**Public Relations for Risk Industries**

This course introduces the nature and operations of risk industries and the business and political challenges facing them. Students will be provided a thorough understanding of the specific PR needs and focuses as well as the specific PR skill-sets needed to work as a PR professional in these industries. Topics on corporate social responsibility, government relations, stakeholder engagement and media relations for risk industries will be explored in the course.

COM5460**Writing and Presenting in the Corporate World**

This course provides opportunity to students to develop proficient oral and written communication skills. Strategies for effective writing and presentation in the corporate world will be covered. Students will have multiple opportunities to demonstrate and to receive feedback on their professional communication style through classroom interaction, written assignments, and presentations.

COM5470**Public Relations Campaigns and Cases**

The course examines the development of public relations strategies and tactics by using actual public relations cases, events and campaigns as models. Public relations programmes directed toward employees, consumers, news media, community, governmental officials and agencies, stockholders and other relevant groups are discussed and analyzed in the course. Students will be able to formulate strategies and tactics to achieve various public relations goals of the organization after completing the course.

COM5510**Media Management**

This courses aims to acquaint students with general management principles, concepts and theories, with particular emphasis on their applications in media organizations in a commercial, competitive and rapidly changing environment. The focus is on training future media managers' problem-solving and decision-making skills. The communications industries covered will include the print media, radio, broadcast, cable television, advertising and public relations. The students will learn through a combination of lectures, seminars and case studies.

COM5515**Media Economics**

Media economics has been gaining importance as one of the major subdisciplines in

communication research. Media economics involves the application of key economic principles to the study of media industries. Special attention will be given to the structure, behaviour and performance of media industries; audience behaviours and preferences; policy and regulation; and the impact of new technologies. This seminar will cover the economics of print, television, Internet and other consumer media. Students are expected to develop an economic view of the role, function and strategies of the media in the global marketplace.

COM5520

Applied Communication Research

Introduction to applied media research, research criticism, data interpretation and fundamentals of audience analysis. Topics include: surveys, content analysis, experimental test of programmes, field research and formative evaluation. (Not for Ph.D. and M.Phil. students.)

COM5530

Crisis Management

This course is designed to help students familiarize themselves with the theories and practice of crisis communication. They will learn how professional public relations practitioners help their clients in everyday situations to reduce risks, get prepared, respond to and recover from crises. Students are required to devise and evaluate their own crisis simulation exercises in class. The experience will prepare students for real life crisis communication-related assignments.

COM5550

Corporate Communication

Introduction to the theories, principles and practices of corporation communication. The focus of this course is on the investigation of communication processes and their application in the workplace. It is designed to familiarize students with the knowledge and skills essential to promote effective communication in a corporate setting. Topics include: corporate communication practice, corporate culture, corporate citizenship, relations with the media, crisis management and communication in global markets.

COM5561, 5562, 5563, 5564, 5565

Topical Studies in Corporate Communication I, II, III, IV, V

The instructor will lecture and direct the study of a topic in Corporate Communication he or she specializes in.

Students are allowed to take the above topical studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM5570

Interpersonal and Group Communication

Introduction to the elements of interpersonal communication, which include listening, feedback, self-disclosure, and relational communication such as relation building, relational systems, problem constructing and compliance-gaining. Communication within groups and group behaviour, such as group climate, decision-making and leadership, will also be discussed. Dyadic and small group communication processes in the context of workplace management are stressed.

COM5580

Strategic Public Relations in Greater China

With China's accession to WTO, business activities in the Mainland China have been growing at a tremendous pace. Public relations is taking an increasingly important role in helping various entities establish their communication and organization objectives. This course is designed as a guided study of the development and practice of public relations in the greater China region, with an emphasis on its integration with business development in Mainland China. Case studies will be used to illustrate PR practitioners' experiences in the region.

COM5590

Communication in Intercultural Settings

This course explores the issues that surround the notion of cultural diversity. Special emphasis will be given to how culture is communicated and interpreted by persons of diverse backgrounds. The course will explore a variety of communication issues pertinent to professional and organizational life. Topics include ethnic and gender-based cultural differences within organizations, cultural issues in the global marketplace, relationships between national and organizational cultures, corporate culture and discourse in intercultural settings, global team leadership and intercultural negotiation.

COM5599

Conflict Resolution

This course focuses on the nature and function of communication conflicts. Content incorporates theories of conflict and the application of effective conflict management and resolution. Topics include conflict analysis, conflict language, styles, processes and models of conflict resolution, interpersonal and team conflict resolution, mediation and negotiation.

COM5611

Chinese News Writing and Reporting

This is an introductory course in Chinese news writing and reporting for the M.A. in Journalism students. Basic techniques of news reporting will be covered including: dealing with news sources, interviewing, library search and the use of electronic resources. The course also helps students develop various writing skills and familiarize them with different news formats.

COM5612

English News Writing and Reporting

This is an introductory course in English news writing and reporting for the M.A. in Journalism students. Basic techniques of news reporting will be covered including: dealing with news sources, interviewing, library search and the use of electronic resources. The course also helps students develop various writing skills and familiarize them with different news formats.

COM5620

Media Ethics and Law

This course attempts to examine two essential confines of mass media communication, namely, the legal limits and ethical constraints. It covers major media laws and ethical issues that are related to the operation and practices of media organizations and practitioners.

COM5631, 5632

Topical Studies in Journalism I, II

The instructor will lecture and direct the study of a topic in Journalism he or she

specializes in.

Students are allowed to take the above topical studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM5640

Online and Mobile Journalism

The course examines the influence of online technologies on journalism from editorial, technological, economic, and social perspectives. The emphasis is on the advanced technologies involved in online news publishing and management skills in editorial, financial and technical fields required of online journalists.

COM5642

Essential Issues in Journalism

This course explores essential issues in the local press industry. It deals with major debates and incidents relevant to the press, as well as the various forces which have impact on journalism including the political system, market structure, ethical concerns, etc.

COM5645

Newspaper Business and Management

This course offers an overview of the business and management side of newspaper industry in the Hong Kong context. The first part deals with aspect of finance, advertising, circulation, marketing & production technologies. The second part discusses issues in organization structure, strategic planning, corporate culture building, human resources management, etc.

COM5650

Journalism Theory and Analysis

This course introduces various theories in journalism and applies these theories in analyzing news events and issues. The scope of the course covers different aspects and levels of journalism including the journalists, their work organizations, their daily work routines, relationships between the press and other social institutions, news media and social environment, news culture, etc. Concrete news cases will be examined both conceptually and empirically.

COM5660

Photography for Journalists

In this course, students will learn news photography, photographic techniques for news reportage and the application of these techniques to foster visual communication. Photo elements, image editing and various visual approaches to news reportage will be examined.

COM5670

Radio and Television News

Theories and techniques of reporting, writing, editing, presenting and production of radio and television news will be introduced in this course. Students will acquire the essential skills to produce news magazines and bulletins for the electronic media.

COM5680

Radio Studio Production

This course introduces students to the role of radio broadcasting in the multimedia environment. Theories and practices of studio production of radio programmes including information, entertainment, documentaries and other programmes in new formats will be examined.

COM5710

Seminar in Communication Theories

It is a seminar designed to teach the major communication stream, disciplines, theories and thoughts. The content includes development of communication disciplines, analysis of major communication theories, case studies and applications.

COM5711

Comparative Media Systems and Global Media

The course is designed to expose students to different media systems of different political and economic contexts from a comparative perspective. It also aims to cover the implications and influence of emerging transnational multinational media corporations and culture industries.

COM5721

Developing and Selling International Media Content

This course focuses on how consumer research data can be used to develop, fine-tune and sell media content in real-life practical situations. Students will learn how to repackaging the content of newspaper, magazine, radio, television and the Internet to target segmented audience and maximize profit for the different media.

COM5733

Negotiating Across Cultures

Culture affects negotiators' strategies for using influence and information; the issues to be negotiated; negotiators' interests and priorities, as well as the social, economic, legal, and cultural environment in which negotiations are conducted. This course explores how cultures affect negotiations and examines some differences between intra- and inter-cultural negotiations. It focuses on how culture shapes influence, negotiation and dispute resolution and identifies some key issues and skills essential to professionals who negotiate in a global environment.

COM5735

New Media and Society

The course provides an introduction to and analysis of emerging communication technologies, the Internet, multimedia technologies, and new media, including some basic technical descriptions, trends, history, diffusion, applications, and their social, economic, political and cultural implications. Topics include electronic government, online crimes, addiction, digital divide, and online communities, etc.

COM5737

Critical Media Studies

The course teaches the critical schools of communication other than the mainstream American communication studies. Areas covered include political economy, cultural studies, Frankfurt School and feminist media studies.

COM5739

Strategic Management in Global Media Corporations

This is an advanced course that aims to provide students with a big picture of managing and strategizing for a media business as if they are and would be eventually become the Senior Management of a media company. Though media is essentially about journalism, creativity, or entertainment, nonetheless it is a “business” after all. The course covers the critical elements in creating and managing a successful media business, driving and crafting a robust new media business plan, and steering one’s own career and company in the fast changing media market environment. Students are expected to find the course useful and even more relevant as they advance in their career in future.

COM5771, 5772

Topical Studies in Global Communication I, II

The instructor will lecture and direct the study of a topic in Global Communication he or she specializes in.

Students are allowed to take the above topical studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM5775

Understanding Culture through Film

This course explores how film uses a universal language, which cuts across all culture and yet manages to filter film narratives to reflect local audience tastes and values. It first grounds the student in the theories and issues of intercultural communication as well as the basic concepts of film language and narrative. Then through examples of films from East and West, the course will deepen their understanding of diverse cultural values and perceptions reflected in the filmic narrative and characters, including those characters who are representations of the other from outside the producing culture. Finally, the universality of film language will be illustrated through examples of co-production, crossover directors and actors and Hollywood remakes of Asian films.

COM5811

Public Relations : Theories and Practices

It covers the theoretical aspects, the principles, historical and contemporary practices of public relations. While planning, implementation and evaluation of public relations programmes and campaigns are examined, various techniques involved will be discussed. (For M.S.Sc. students only.)

COM5831

Theories in Advertising and Communication

This course first examines contemporary communication and behavioural theories of attitude and behavioural change, information processing and persuasion at the individual and sociological levels, then moves on to discuss their application to advertising and creative strategy decisions.

COM5833

Creative Works: Appreciation and Strategy

This course introduces to students the fundamentals of creative thinking with application to the production and execution of creative advertising strategies for the mass media. It is designed to develop in students the abilities to analyse, appreciate and critique past and existing advertising works, with an emphasis on research, ideation, selling and writing.

COM5835

Legal and Ethical Aspects in Advertising

This course examines the legal and ethical constraints that affect the production, contents and placement of advertising in the mass media. In regard to the former, case laws and ordinances related to advertising in the print and electronic media will be discussed. As far as the latter is concerned, common ethical problems and issues in advertising will be examined. Case studies will be used as illustrations in both.

COM5837

Creative Television Advertising Production

This course aims to introduce students to the basic principles and the process of Television Commercial (TVC) production while at the same time becoming familiar with the current advertising industry. Emphasis will be placed on the creative and production aspects. Students will gain an in-depth knowledge of how to create an original and creative TVC that serves the needs of clients. Students will also learn the language, equipment, procedure, techniques, and understand the business of advertising today.

COM5840

Applied Advertising Copywriting

This course advances students to apply idea generation and copywriting techniques to select categories of advertising products for a comprehensive range of communication channels. Other executional elements such as the musical and visual elements in advertising will also be enhanced.

COM5841, 5842

Topical Studies in Advertising I & II

The instructor will lecture and direct the study of a topic in Advertising he or she specializes in.

COM5845

Advertising in China

This course prepares students to become effective advertising professional in China. Topics include: the Chinese cultural, social, economic and business context; organizing advertising and promotion activities - the role and operation of an advertising agency, the Chinese consumer characteristics and behaviour, branding and marketing, conducting advertising and marketing research, media planning and buying, direct marketing and marketing on the internet - in the Chinese context; and attitude, skills and strategy required of an advertising professional in China.

COM5850

Advanced Advertising Art Direction

This course covers advanced principles and theories of art direction and design in the advertising industry. Students will develop an in-depth understanding of conceptual, technical, aesthetic and communicative skills in visual advertising. They will learn to develop, appreciate and evaluate creative visual ideas for advertising campaigns.

COM5940

New Media Entrepreneurship

This is an introductory course to the creative and technical aspects of interactive media technology. Concepts include user interface design theories, the architecture of multimedia,

digital video, producing and designing for interactive TV/cinema/CD/online, the multimedia development cycle and the applications of multimedia. (For M.Sc. students only.)

COM5942**New Communication Technologies : Trends and Impacts**

This course is designed to examine varying theoretical perspectives related to the future trends and current uses and impacts of information technologies and services. The course provides a foundation from which students can conceptualize the factors that lead people to use communication technologies, the needs that these technologies fulfil, and the effects of such use on individuals, organizations and society.

COM5944**Media Technologies and Economics**

This course is a study of media technologies, economics and their complex interrelations. It will cover characteristics and development of new media technologies. The theories, application and limitations of neo-classic economics to new media technologies will also be explored.

COM5946**Fundamentals in Multimedia Design**

This course introduces students to the principles and techniques of multimedia design. Students will be required to create their own multimedia projects from concept development to hands-on production by using design softwares. The quality and effectiveness of multimedia projects will be examined.

COM5948**Telecommunications Policy**

The course introduces the basic concepts and development of telecommunications and the related regulatory issues. Emphasis is placed on the policy-making considerations. A survey of the experiences of developed industrial nations is undertaken. Reference is also made on Hong Kong and mainland China telecommunication development and their policy issues. After taking this course, students are expected to be familiar with the major issues involved in telecommunications policy-making.

COM5950**New Media Product Development**

This course focuses on how to conceive and create interactive information and entertainment multimedia content for the Internet. The major emphasis of this course will be on interactive thinking and advanced multimedia production technique and other skills. (For M.Sc. students only.) Prerequisite: COM5940

COM5952**Digital Entertainment Design and Development**

This course introduces students to the theories and practices for designing and developing digital games and interactive multimedia application. Theories of interface design, advanced human-computer interface and information representations will be examined. Topics include design principles, design process, gaming technology, 3D animation, 3D modeling, user interface and usability studies.

COM5954

The Business of Entertainment

The course introduces students to the management, operations and finance in entertainment businesses and organizations. Students will be familiarized with the fundamentals in managing entertainment projects. A wide variety of topics including production of multimedia performance, stage performance, artiste management, showbiz, concert, music, commercials, movies and dramas in different media will be examined.

COM5956

Music Industry in the Digital Age

The course introduces students to the history and operations of the local music industry, including artist and repertoire management, production of music and lyrics, marketing and sales, promotion and distribution. Theoretical, legal and social implications of Hong Kong music industry will be explored.

COM5960

Issues of ICTs in China

From a social science perspective, this course introduces basic concepts, research tools, and thematic issues in the study of Information and Communication Technologies (ICTs) in China. The objective of the course is to inform students of the key questions, findings, and challenges in studying ICTs in China, and, in so doing, enable students to conduct systematic research on related issues in the public sector, business environments and/or the academia.

COM5961, 5962

Topical Studies in New Media I, II

The instructor will lecture on and direct the study of a topic in New Media he or she specializes in.

Students are allowed to take the above topical studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM5980

New Media Ecology

This course introduces students to the role of content flow and value chain model in the information industry. It covers various topics such as content creation, selling, distribution, syndication, consumption, content economics, business models, related technology and copyright protection issues faced by different information industries in the new media ecology.

COM5990

New Media Finance

The course studies the methodologies for sizing and budgeting New Media projects, as well as estimating the operating costs and other on-going costs for sustaining New Media services. It describes techniques for evaluating the feasibility of a project and measuring its return on investment. The course also exposes the student to other important aspects of financial management, such as breakeven analysis, cash flow projection and asset valuation. Finally, the course introduces the students to different ways and sources of project funding.

COM6110

Independent Studies in Communication

Students conduct an independent research project under the supervision of an instructor.

COM6111

Multivariate Analysis in Communication

This course introduces common multivariate techniques, logics, methods and their applications in communication and social sciences. Students are expected to understand various assumptions of and rationalities behind various statistical methods, learn the techniques and uses, and apply them to their own research. The course aims at strengthening students' ability in formulating research questions, validating theories and applying appropriate methodologies, regardless of what research directions (quantitative or qualitative) they are interested in. Prerequisite: COM3110 or equivalent.

COM6120, 6121

Topical Studies in Communication III, IV

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COM6210

Communication Patterns in Chinese Society

History of Chinese communication developments, special features of Chinese communication structure, trends and issues of Chinese media, traditional and modern, will be analysed. Both behavioural and historical approaches will be utilized in such analysis. Emphasis is on contemporary China.

COM6220

Global and Comparative Communication

The objective of this course is to examine the theoretical and methodological issues involved in international communication, comparative communication across boundaries and communication at the global level. Particular attention will be paid to the theories of globalization, the implications of globalization for communication and cultural formation around the world, and the logic of comparative research. (For research postgraduate students only; not for students who have taken COM5120.)

COM6310

Social Theories for Communication Research

This course introduces the works of contemporary social theorists whose theories are relevant to communication research. These theorists include Roland Barthes, Michel Foucault, Pierre Bourdieu, Anthony Giddens, Ulrich Beck, Jurgen Habermas, David Harvey, Jean Baudrillard, Zygmunt Bauman, Manuel Castells, Stuart Hall, Antonio Gramsci, Arjun Appadurai, and other thinkers in diverse academic fields. Original works that have theoretical implications for communication will be selected for intensive discussion. The major objective is to provide students with a wide range of theoretical perspectives to analyze communication issues in their socio-cultural contexts.

COM6311

Advanced Multivariate Analysis in Communication

The course is for students who have basic knowledge on multivariate techniques and applications. Besides understanding and learning various assumptions of and rationale behind various statistical methods, students are expected to learn different statistical

modeling in connection to different quantitative methods (e.g. surveys and experiments) in the field. The major focuses will be on Structural Equation Modeling (SEM) and General Linear Modeling (GLM).

COM6330**Advanced Qualitative Communication Research**

This is an advanced course in qualitative communication research methods. Students should be familiar with qualitative research fundamentals before taking this course. Specifically, this course aims at familiarizing students with qualitative methodology and various methods such as narrative analysis, (critical) discourse analysis, and conversation analysis. Students will gain hands-on experience in presenting and analyzing data, comparing different methods, discussing outlets for qualitative research, and writing up research for conferences and publications.

COM6420**Strategies for Integrated Communication Campaigns**

This course covers concepts and theories of social change, attitude change, diffusion of innovation, development and underdevelopment, and modernization. Students will be trained to do research in these areas and be able to apply communication theories and research methods in designing, executing and evaluating specific campaigns.

COM6510**Contemporary Issues in Communication**

This course provides an in-depth examination of the current and emerging issues in mass communication that have social, cultural, ethical, industrial and policy implications. It is designed to familiarize students with the perspectives on, and approaches to, mass communication as an industry and a profession. The assigned readings will be sourced from both the scholarly and industry literatures. In addition to lectures, class discussions involving the students will be an important component of the course.

COM6611**Advanced Chinese News Writing and Reporting**

This is an advanced course for M.A. in Journalism students who have taken COM5611. This course focuses on major types of Chinese journalistic practice such as precision journalism, investigative reporting, feature writing, new journalism, editorial writing, etc. Students will have opportunities to practice reporting and writing in these different news formats.

COM6612**Advanced English News Writing and Reporting**

This is an advanced course for M.A. in Journalism students who have taken COM5612. This course focuses on major types of English journalistic practice such as precision journalism, investigative reporting, feature writing, new journalism, editorial writing, etc. Students will have opportunities to practice reporting and writing in these different news formats.

COM6621**Public Affairs Reporting**

This course is designed specifically for the students in the M.A. in Journalism programme and covers several specialized aspects of news reporting including political reporting, economic and finance reporting, and social/city news reporting. Principles in each of the

above areas are analysed. Current issues and trends in Hong Kong will be discussed. (For M.A. students only.)

COM6660

Investigative Reporting

This course is designed to equip students with the technique to do investigation reporting, as well as the ethical issues involved in the type of reporting under supervision of a teaching staff. Students have to hand in an investigative report. (For M.A. students only.)

COM6836

Media Analysis and Planning

This course introduces the concepts and instruments of media analysis and planning, including the use and analysis of secondary data related to consumer behaviour, media usage and audience characteristics, the development of a media plan, strategy development, media buying and budgeting in print, radio, TV, outdoor, direct response, and internet.

COM6839

Consumer Behaviour and Audience Analysis

As consumers are audience of mass media, an understanding of how audience consumes will help make successful advertising decisions. This course provides students with an understanding of the mental, emotional and physical activities that people engage in when selecting, purchasing and disposing of products and services so as to satisfy needs and desires. It will also introduce to students techniques for conducting and interpreting audience analysis, with a focus on demographic and psychographic methods used in the advertising industry.

COM6848

Account Planning and Advertising Management

This course helps students approach account servicing from multiple points of reference, such as agency, client and media, with the emphasis on a communication plan that integrates all elements of the promotional mix - advertising, personal selling, public relations, sales promotion, direct response and interactive marketing - into a total strategic package that results in maximum impact.

COM6859

Branding and Marketing Communication

This course examines the role of branding in an overall marketing process. While major marketing components such as advertising, customer service, market segmentation and strategies will be discussed, emphasis is on logo, branding management and product positioning.

COM6900

Graduation Project

Students are required to complete a Graduation Project on an approved topic under close supervision of a faculty member to demonstrate what they have learned from the programme. The project can be in the form of a systematic research, a formative evaluation of a media campaign or a case study.

COM6940

Creative Technologies: Design and Management

This is an advanced and intensive course to the theory, principles and practice of interactive technologies. Design principles of aesthetics, harmony, respect, creativity, emotion and

mindfulness will be explored. General topics include: design process, user perspective, information representations, interaction methods and usability studies. (For M.Sc. students.)

COM6942

Multi-disciplinary Approach to Information Technologies

To study information technologies and services from social science perspectives. Works from economics, sociology, geography, communication and organization studies are reviewed, with particular attention to the application and potential effects of new information technologies at home and workplace, and for education, government, health and social services.

COM6950

Directed Study in New Media Project

This is an interactive group workshop for students to produce advanced interactive multimedia as their graduation projects. (For M.Sc. students only.) Prerequisite: COM6940

COM700T

Thesis in Progress

Thesis preparation by M.Phil. students will be closely monitored by the thesis supervisor in order to ensure satisfactory completion of the thesis. (For M.Phil. students only.)

COM900T

Thesis in Progress

Thesis preparation by Ph.D. students will be closely monitored by the thesis supervisor in order to ensure satisfactory completion of the thesis. (For Ph.D. students only.)

Study Scheme

I. Ph.D. Programme in Communication (Full-time and Part-time)

I. Coursework Requirement

A. Applicable to students admitted in 2009-10

(a) Excluding COM900T, students are required to complete a minimum of 30 units of courses for graduation.

- | | | |
|------|--|----------|
| (i) | Required courses:
COM5220, 5250, 5310*, 5320, 5330, 6110, 6111, 6220 [#] | 24 units |
| (ii) | Elective courses:
COM5110, 5111, 5130, 5191, 5515, 5650, 5775,
5811, 5831, 5942, 5948, 5960, 6120, 6121, 6210,
6310, 6311, 6330 | 6 units |

A minimum of 3 units must be taken from the Division of Communication.

Students who have taken similar required or elective courses listed in the study scheme may apply for course/unit exemption. A maximum of 12 units of unit exemption can be granted upon approval of the Division Head.

Total: 30 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Students who have taken COM5120 should apply for course/unit exemption.

(b) COM900T

Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

(c) Students are required to present at least one paper in refereed international conference outside Hong Kong and Mainland before graduation.

B. Applicable to students admitted in 2008-09

(a) Excluding COM900T, students are required to complete a minimum of 30 units of courses for graduation.

(i) Required courses: 24 units
COM3110*, 5220, 5250, 5320, 5330, 6111, 6220#, 6310

(ii) Elective courses: 6 units
COM5110, 5111, 5130, 5191, 5515, 5775, 5942, 5948, 6110, 6120, 6210

A minimum of 3 units must be taken from the Division of Communication.

Students who have taken similar required or elective courses listed in the study scheme may apply for course/unit exemption. A maximum of 12 units of unit exemption can be granted upon approval of the Division Head.

Total: 30 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Students who have taken COM5120 should apply for course/unit exemption.

(b) COM900T

Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

(c) Students are required to present at least one paper in refereed international conference outside Hong Kong and Mainland before graduation.

C. Applicable to students admitted in 2007-08

(a) Excluding COM900T, students are required to complete a minimum of 33 units of courses for graduation.

(i) Required courses: 24 units
COM3110*, 5220, 5250, 5320, 5330, 6111, 6220#, 6310

(ii) Elective courses: 9 units
COM5110, 5111, 5130, 5191, 5515, 5775, 5942, 5948, 6110, 6120, 6210

A minimum of 3 units must be taken from the Division of Communication.

Students who have taken similar required or elective courses listed in the study scheme may apply for course/unit exemption. A maximum of 12 units of unit exemption can be granted upon approval of the Division Head.

Total: 33 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Students who have taken COM5120 should apply for course/unit exemption.

(b) COM900T

Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

(c) Students are required to present at least one paper in refereed international conference outside Hong Kong and Mainland before graduation.

D. Applicable to students admitted in 2006-07

(a) Excluding COM900T, students are required to complete a minimum of 33 units of courses for graduation, i.e., 8 required courses and 3 elective courses.

(i) Required courses: 24 units
COM3110*, 5220, 5320, 5330, 6111, 6310,
Advanced Social Science Course-1**, Advanced
Social Science Course-2**

(ii) Elective courses: 9 units
COM5110, 5111, 5120, 5130, 5191, 5250, 5515,
5775, 5942, 5948, 6110, 6120, 6210

A minimum of 3 units must be taken from the Division of Communication.

Students who have taken similar required or elective courses listed in the study scheme may apply for course/unit exemption. A maximum of 12 units of unit exemption can be granted upon approval of the Division Head.

Total: 33 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

** *Students need to seek the prior approval of their supervisor if they want to take non-social science courses to replace the advanced social science courses.*

(b) COM900T

Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

- (c) Students are required to present at least one paper in refereed international conference outside Hong Kong and Mainland before graduation.

E. Applicable to students admitted in 2005-06

- (a) Excluding COM900T, students are required to complete a minimum of 24 units of courses for graduation, i.e., 5 required courses and 3 elective courses.

- | | | |
|------|---|----------|
| (i) | Required courses:
COM3110*, 5220, 5320, 5330, 6111 | 15 units |
| (ii) | Elective courses:
COM5110, 5120, 5130, 5191, 5250, 5515,
5942, 5948, 6110, 6120, 6210 | 9 units |

A minimum of 3 units must be taken from the Division of Communication.

Total: 24 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for exemption from the Division Head.*

- (b) COM900T
Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

F. Applicable to students admitted in 2003-04 and 2004-05

- (a) Excluding COM900T, students are required to complete a minimum of 24 units of courses for graduation, i.e., 5 required courses and 3 elective courses.

- | | | |
|------|---|----------|
| (i) | Required courses:
COM3110*, 5220, 5320, 5330, 6111 | 15 units |
| (ii) | Elective courses:
COM4410, 5110, 5120, 5191, 5250, 5515, 5942,
5948, 6110, 6120, 6210, 6942 | 9 units |

A minimum of 3 units must be taken from the Division of Communication.

Total: 24 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for exemption from the Division Head.*

- (b) COM900T
Students are required to take COM900T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM900T.

2. Qualifying Examination

- (a) Qualifying examination
Advancement to Ph.D. candidature is conditional upon passing qualifying examinations. The examinations consist of three papers. Paper I is on Research Methodologies, Paper II is on Communication Theories and Paper III is on a selected field of study.

- (b) Every year we have a fixed timetable for PhD students to take qualifying examinations. They will have to finish the qualifying examinations before the third year of their study.
- (c) A student will be discontinued from studies if he cannot pass the qualifying examination within the maximum period (not less than one year from the admission date and at least six months before the normative study end date). However, in special cases, the Graduate Council may on the recommendation of the Graduate Division concerned grant a student extension beyond the above maximum period.

3. *Study plan*

Students must submit a study plan, with the advice of the supervisor, for the approval of the Graduate Panel of the Board of School of Journalism and Communication within six months after registration. The Division head will help the student search for a supervisor within the first semester of study.

4. *Thesis*

- (a) Thesis proposal
A full-time Ph.D. student must submit a thesis proposal in the end of the 2nd term of the 2nd year whereas a part-time Ph.D. student must submit a thesis proposal by the end of the 4th year. Students are NOT allowed to change their thesis topic in the 2nd term of the 2nd year. (unless under special circumstances)
- (b) Thesis supervisors
Students are NOT allowed to change their supervisors after the 2nd academic year begins. (unless under special circumstances)
- (c) Students are required to submit a research thesis and pass an oral examination for graduation.

5. *Other Requirements*

- (a) I.T. Test
A student shall complete the I.T. Proficiency Requirement before graduation.
- (b) Complete an Improving Postgraduate Learning (IPL) module on “Observing Intellectual Property and Copyright Law during Research”. This will be an online module and relevant information can be accessed from the website: www.cuhk.edu.hk/clear/programmes/programmes.htm.

6. *Unsatisfactory Performance*

A student whose thesis/portfolio is not passed but re-submission is allowed and re-examination is required must re-write and re-submit the thesis/portfolio to the satisfaction of the Thesis/Assessment Committee before being recommended for the award of degree. Such re-submission must be made within twelve months from the date of the official notification of the result of the first examination and within the student’s prescribed maximum period of study. Only one re-submission of thesis/portfolio is allowed.

7. *Remarks*

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

II. M.Phil. Programme in Communication (Full-time and Part-time)

1. Coursework Requirement

(a) Excluding COM700T, students are required to complete a minimum of 21 units of courses for graduation.

(i) Required courses: 15 units

First Year of Attendance

COM5220, 5250, 5310*, 5320, 5330

(ii) Elective courses: 6 units

COM5110, 5111, 5130, 5191, 5515, 5650, 5775,

5811, 5831, 5942, 5948, 5960, 6110, 6111, 6120,

6121, 6210, 6220[#], 6310, 6311, 6330

A minimum of 3 units must be taken from the Division of Communication.

Total: 21 units

* *Students who have taken statistics courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

[#] *Students who have taken COM5120 are not allowed to take this course.*

(b) COM700T

Students are required to take COM700T every term starting from the time of admission, throughout the preparation of thesis, until its completion. Students will gain the units each time they pass COM700T.

2. Study plan

Students must submit a study plan, with the advice of the supervisor, for the approval of the Graduate Panel of the Board of School of Journalism and Communication within six months after registration. The Division head will help the student search for a supervisor within the first semester of study.

3. Thesis

Students are required to submit a research thesis and pass an oral examination for graduation.

4. Other Requirements

(a) I.T. Test

A student shall complete the I.T. Proficiency Requirement before graduation.

(b) Complete an Improving Postgraduate Learning (IPL) module on "Observing Intellectual Property and Copyright Law during Research". This will be an online module and relevant information can be accessed from the website: www.cuhk.edu.hk/clear/programmes/programmes.htm.

5. Unsatisfactory Performance

A student whose thesis/portfolio is not passed but re-submission is allowed and re-examination is required must re-write and re-submit the thesis/portfolio to the satisfaction of the Thesis/Assessment Committee before being recommended for the award of degree. Such re-submission must be made within twelve months

from the date of the official notification of the result of the first examination and within the student's prescribed maximum period of study. Only one re-submission of thesis/portfolio is allowed.

6. *Remarks*

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

III. M.A. Programme in Global Communication (Full-time)

1. *Coursework Requirement*

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|--|----------|
| (i) | Required courses:
COM5120, 5520*, 5590, 5710, 5711 | 15 units |
| (ii) | Elective courses:
COM5110, 5111, 5130, 5191, 5310, 5430,
5470, 5510, 5515, 5530, 5570, 5580, 5640,
5721, 5733, 5735, 5737, 5739, 5771, 5772,
5775, 5837, 5948, 5960, 6120, 6121, 6210,
6311, 6330, 6942
Approval needed:
COM5650, 6420, 6510
Approval needed and special requirements required:
COM6900** | 9 units |

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

** *Students enrolled in this course must meet the criterion of scoring an average GPA of 3.3 or above for each of the two core courses (COM5710, COM5520) for the first term. This course is only available in the second term.*

2. *Other Requirements*

- (a) IT Proficiency Test. (Please refer to "Student IT Competence".)
(b) Minimum cumulative GPA of 2.0.

3. *Remark*

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

IV. M.A. Programme in Journalism (Full-time and Part-time)

1. *Coursework Requirement*

A. **Applicable to students admitted in 2009-10**

Students are required to complete a minimum of 24 units of courses for graduation.

- (i) Required courses:
(For Graduates with Non-Journalism Degree and no
Journalism Working Experience)

	COM5520*, 5611 or 5612, 5620, 5650, 6611 or 6612 (For Graduates with Journalism Degree or those with Journalism Working Experience)	15 units
	COM5520*, 5620, 5650, 6611 or 6612	12 units
(ii)	Elective courses: (For Graduates with Non-Journalism Degree and no Journalism Working Experience)	9 units
	(For Graduates with Journalism Degree or those with Journalism Working Experience)	12 units
	COM4133*, 4134*, 4610*, 4620*, 4720*, 4730*, 5110, 5111, 5120, 5130, 5430, 5510, 5515, 5631, 5632, 5640, 5642, 5645, 5660, 5670, 5680, 5837, 6120, 6121, 6210, 6510, 6621, 6660	
		<hr/> Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

‡ *Students cannot take more than one undergraduate course. There are additional requirements for postgraduate students when taking undergraduate courses.*

B. Applicable to students admitted in 2008-09

Students are required to complete a minimum of 24 units of courses for graduation.

(i)	Required courses: (For Graduates with Non-Journalism Degree and no Journalism Working Experience)	
	COM5520*, 5611 or 5612, 5620, 5650, 6611 or 6612 (For Graduates with Journalism Degree or those with Journalism Working Experience)	15 units
	COM5520*, 5620, 5650, 6611 or 6612	12 units
(ii)	Elective courses: (For Graduates with Non-Journalism Degree and no Journalism Working Experience)	9 units
	(For Graduates with Journalism Degree or those with Journalism Working Experience)	12 units
	COM2440, 2610, 2733, 3131, 3132, 3133, 3670, 3720, 4410, 4610, 4620, 4720, 4730, 5110, 5120, 5130, 5180 [#] , 5430, 5515, 5631, 5632, 5640, 5642, 5645, 6210, 6510, 6621, 6660	
		<hr/> Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Subject to the Division's approval, students who register for this one-unit elective course would need to pay the proportional tuition fee of one unit.

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Subject to the Division's approval, students who register for this one-unit elective course would need to pay the proportional tuition fee of one unit.

[] *COM4130 has been re-coded as COM3670 in 2007-08 and thereafter.*

2. Other Requirements

(a) IT Proficiency Test. (Please refer to "Student IT Competence".)

(b) Minimum cumulative GPA of 2.0.

3. Remark

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

V. M.Sc. Programme in New Media (Full-time and Part-time)

1. Coursework Requirement

A. Applicable to students admitted in 2009-10

Students are required to complete a minimum of 24 units of courses for graduation.

(i)	Required courses: COM5520*, 5940, 5942, 5950	12 units
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(ii)	Elective courses: COM5944, 5960, 5980, 5990, 6940, 6942, 6950	6 units
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(iii)	Other elective courses: COM4848*, 4956*, 5120, 5430, 5510, 5515, 5620, 5640, 5735, 5739, 5775, 5837, 5845, 5946, 5948, 5952, 5954, 5956, 5961, 5962, 6210, 6420, 6510	6 units
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Elective Course (from the MBA Programmes):

Subject to approval of programme coordinators, students can take a selected course from MBA programmes, DSE6730W Project Management (Entrepreneurship). The course has a limited quota.

The above elective course list is subject to changes by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

Students cannot take more than one undergraduate course. There are additional requirements for postgraduate students when taking undergraduate courses.

B. Applicable to students admitted in 2008-09

Students are required to complete a minimum of 24 units of courses for graduation.

(i)	Required courses: COM5520*, 5940, 5942, 5950	12 units
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- | | | |
|-------|---|---------|
| (ii) | Elective courses:
COM5960, 5961, 5980, 5990, 6940, 6942, 6950 | 6 units |
| (iii) | Other elective courses:
COM2935, 3711, 3800, 3850, 3926, 3933, 3940,
3943, 3951, 3952, 3963, 4848, 4956, 5120, 5430,
5510, 5515, 5620, 5739, 5775, 5948, 5962, 6420,
6510 | 6 units |

Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

2. Other Requirements

- (a) IT Proficiency Test. (Please refer to “Student IT Competence”).
 (b) Minimum cumulative GPA of 2.0.

3. Remark

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

VI. M.S.Sc. Programme in Advertising (Full-time and Part-time)

1. Coursework Requirement

A. Applicable to students admitted in 2009-10

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|--|----------|
| (i) | Required courses:
COM5520*, 5831, 5833, 5835, 6848 | 15 units |
| (ii) | Elective courses:
COM4820 [†] , 4848 [‡] , 5430, 5460, 5470, 5510, 5580,
5739, 5811, 5837, 5840, 5841, 5842, 5845, 5850,
6420, 6836, 6839, 6859 | 9 units |

The above elective course list is subject to change by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Subject to approval of programme coordinators, students can take selected courses from M.Sc. in Marketing programme. These courses have limited quota. Students are required to take a two-unit prerequisite course of MKT6211 Marketing Management and pay the proportional tuition fee of the Marketing course and hotel accommodation fee to the Department of Marketing. (Students who have

previously taken relevant or equivalent courses may apply for exemption.)

Total: 24 units

- * *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*
- * *Students cannot take more than one undergraduate course. There are additional requirements for postgraduate students when taking undergraduate courses.*

B. Applicable to students admitted in 2008-09

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|--|----------|
| (i) | Required courses:
COM5520*, 5831, 5833, 5835, 6848 | 15 units |
| (ii) | Elective courses:
COM3131, 3132, 3133, 3800, 3811, 3812, 3831, 3832, 3840, 3850, 3881, 3943, 4820, 4848, 5430, 5510, 5515, 5530, 5580, 5590, 5733, 5739, 5811, 5841, 5842, 5845, 6420, 6510, 6836, 6839, 6859 | 9 units |

The above elective course list is subject to change by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Subject to approval of programme coordinators, students can take selected courses from M.Sc. in Marketing programme. These courses have limited quota. Students are required to take a two-unit prerequisite course of MKT6211 Marketing Management and pay the proportional tuition fee of the Marketing course and hotel accommodation fee to the Department of Marketing. (Students who have previously taken relevant or equivalent courses may apply for exemption.)

Total: 24 units

- * *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

2. Other Requirements

- (a) IT Proficiency Test. (Please refer to “Student IT Competence”.)
- (b) Minimum cumulative GPA of 2.0.

3. Remark

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.

VII. M.S.Sc. Programme in Corporate Communication (Full-time and Part-time)

I. Coursework Requirement

A. Applicable to students admitted in 2009-10

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|---|----------|
| (i) | Required courses:
COM5520*, 5550, 5570, 5599 | 12 units |
| (ii) | Elective courses [#] :
COM4820 [#] , 5130, 5430, 5440, 5450, 5460, 5470,
5510, 5515, 5530, 5561, 5562, 5563, 5564, 5565,
5580, 5590, 5645, 5650, 5733, 5739, 5811, 5845,
5942, 5948, 6420, 6510, 6839, 6859 | 12 units |

The above elective course list is subject to change by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head. The grades obtained in the courses must be B or above.*

* *Students cannot take more than one undergraduate course. There are additional requirements for postgraduate students when taking undergraduate courses.*

Some elective courses are offered in the daytime on weekdays.

B. Applicable to students admitted in 2008-09

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|--|----------|
| (i) | Required courses:
COM5520*, 5550, 5570, 5599 | 12 units |
| (ii) | Elective courses:
COM2812, 3131, 3132, 3133, 3811, 3812, 3831,
3832, 3881, 4820, 5130, 5430, 5510, 5515, 5530,
5561, 5562, 5563, 5564, 5565, 5580, 5590, 5650,
5733, 5739, 5811, 5845, 5942, 5948, 6420, 6510,
6839 | 12 units |

The above elective course list is subject to change by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

C. Applicable to students admitted in 2007-08

Students are required to complete a minimum of 24 units of courses for graduation.

- | | | |
|------|---|----------|
| (i) | Required courses:
COM5520*, 5550, 5570, 5599 | 12 units |
| (ii) | Elective courses:
COM2812, 3131, 3132, 3133, 3811, 3812, 3831,
3832, 3881, 4820, 5130, 5430, 5510, 5515, 5530,
5561, 5562, 5580, 5590, 5650, 5733, 5739, 5811,
5845, 5942, 5948, 6420, 6510, 6839 | 12 units |

The above elective course list is subject to change by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* *Students who have taken research method courses in Social Science or related disciplines may apply for course exemption from the Division Head.*

2. Other Requirements

- (a) IT Proficiency Test. (Please refer to “Student IT Competence”.)
 (b) Minimum cumulative GPA of 2.0.

3. Remark

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.