

Public Relations and Advertising Programme

*(*The Study Plans provided on the SAI website are for reference only. For any questions, please contact your Course Coordinator.)*

Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Common Core Courses (18 Units)									
Common Core Courses (Required) (12 Units)									
DSS2043	Machine-Learning Mathematics for Non-Science Students	3							
	AI and Machine Learning for Media and Communication Research			3					
	AI Tools for Creative Process and Transmedia					3			
	FYP II							3	
Common Core Courses (Elective) (6 Units)									
Common Core Elective 01 Common Core Elective 02						3	3		
II. Major Required Courses (54 Units)									
COMM1023	Fundamentals of Communication	3							
COMM2043	Introduction to Visual Communication		3						
PRA2013	Principles of Advertising		3						
PRA2003	Principles of Public Relations			3					
PRA2033	Computer Visual Design			3					
COMM2003	Communication Theory				3				
PRA3013	Public Relations Writing				3				
PRA3073	Branding in Advertising				3				
COMM3003	Communication Research					3			
PRA3003	Consumer Behaviour					3			
PRA3023	Advertising Copywriting					3			
PRA3063	Digital Media and Strategic Communication					3			
PRA3083	Crisis Management and Risk Communication						3		
PRA3093	Media and Event Planning						3		
PRA4033	Integrated Marketing Communication						3		
PRA4063	Public Relations and Advertising Strategic Campaigns							3	
PRA4093	Final Year Project (PRA)								6
III. Major Elective Courses (12 Units)									
ME01 ME02 ME03 ME04							3	6	3
IV. University Core Courses (37 Units)									
UCLC1003	University Chinese		3						
UCLC1013	English for Academic Purposes I	3							
UCLC1023	English for Academic Purposes II		3						
UCAI1003	Introduction to AI Literacy	3							
CHII103	Introduction to Modern Social Theories			3					
CHII203	Morality and Foundations of Law		3						
CHII063	Chinese Culture and Modern China				3				
CHII073	Contemporary Chinese Society and Thought I	3							
CHII253	Contemporary Chinese Society and Thought II				3				
CHII193	Contemporary World and China				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence		1						
WPEX2013	Experiential Arts				1				
WPEX2023/WPEX2033	Voluntary Service, or Environmental Awareness			1					
UCLH1XX3	Healthy Lifestyle	1	1		1				

V. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization			3					
	Quantitative Reasoning	3							
	Values and the Meaning of Life		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation, or Science, Technology and Society, or Sustainable Communities			3		3			
Level 3 GE Capstone Courses	Service-Learning Course, or Service Leadership Education Course, or Experiential Learning Course, or Interdisciplinary Independent Study							3	
VI. Free Elective Courses (9 Units)									
FE01 FE02 FE03					3		3		3
Total Units: 148		21	20	19	22	21	18	15	12