

## MSSc IN CORPORATE COMMUNICATION PROGRAMME (FULL-TIME AND PART-TIME)

### STUDY SCHEME APPLICABLE TO STUDENTS ADMITTED IN 2011-2012

#### 1. Coursework Requirement

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

<u>Required Courses</u>	12 units
COMM5520*	Applied Communication Research
COMM5550	Corporate Communication
COMM5570	Interpersonal and Group Communication
COMM5599	Conflict Resolution
<u>Elective Courses<sup>#</sup></u>	12 units
COMM4820 <sup>**</sup>	Advertising Creativity and Creation
COMM5130	Political Communication
COMM5430	Strategic Analysis of Media Industries
COMM5440	Communicating with Consumer Publics
COMM5450	Public Relations for Risk Industries
COMM5460	Writing and Presenting in the Corporate World
COMM5470	Public Relations Campaigns and Cases
COMM5480	Investor Relations
COMM5510	Media Management
COMM5515	Media Economics
COMM5530	Crisis Management
COMM5561	Topical Studies in Corporate Communication I
COMM5562	Topical Studies in Corporate Communication II
COMM5563	Topical Studies in Corporate Communication III
COMM5564	Topical Studies in Corporate Communication IV
COMM5565	Topical Studies in Corporate Communication V
COMM5580	Strategic Public Relations in Greater China
COMM5590	Communication in Intercultural Settings
COMM5645	Newspaper Business and Management
COMM5650	Journalism Theory and Analysis
COMM5733	Negotiating Across Cultures
COMM5739	Strategic Management in Global Media Corporations
COMM5811	Public Relations: Theories and Practices
COMM5845	Advertising in China
COMM5942	New Communication Technologies: Trends and Impacts
COMM5948	Telecommunications Policy
COMM6420	Strategies for Integrated Communication Campaigns
COMM6510	Contemporary Issues in Communication
COMM6839	Consumer Behaviour and Audience Analysis
COMM6859	Branding and Marketing Communication

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 and the grade achieved must be B or above may apply for course exemption from the Division Head.

# Some elective courses are offered in the daytime on weekdays.

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

#### 2. Other Requirements

- IT Proficiency Test. (Please refer to "[Student IT Competence](#)")
- Minimum cumulative GPA of 2.0.

#### 3. 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.

## 企業傳播社會科學碩士課程 (全日制與兼讀制)

### 修讀辦法

二〇一一至二〇一二年度入學學生適用

#### 一．課程要求

學生須至少修畢 24 學分方可畢業。

##### 必修科目

12 學分

COMM5520*	應用傳播研究
COMM5550	企業傳播
COMM5570	人際與團體傳播
COMM5599	衝突調解

##### 選修科目<sup>#</sup>

12 學分

COMM4820*	廣告創意及創作
COMM5130	政治傳播
COMM5430	傳媒產業策略分析
COMM5440	消費者公眾之傳播與溝通
COMM5450	風險行業之公共關係
COMM5460	企業公共關係寫作
COMM5470	公共關係策略與案例
COMM5480	投資者關係
COMM5510	媒介管理
COMM5515	傳媒經濟學
COMM5530	危機管理
COMM5561	企業傳播專題研究 (一)
COMM5562	企業傳播專題研究 (二)
COMM5563	企業傳播專題研究 (三)
COMM5564	企業傳播專題研究 (四)
COMM5565	企業傳播專題研究 (五)
COMM5580	大中華區公共關係策略
COMM5590	跨文化傳播
COMM5645	報業營運與管理
COMM5650	新聞理論與分析
COMM5733	跨文化協商
COMM5739	國際媒體策略管理
COMM5811	公共關係：理論與實務
COMM5845	中國廣告學
COMM5942	新傳播科技：趨勢與影響
COMM5948	電訊政策
COMM6420	綜合傳播策略研究
COMM6510	當代傳播論題研討
COMM6839	消費行為與受眾分析
COMM6859	品牌與市場傳播

上述選修科目可能有所變更，惟原則上學生須選修與其事業目標密切相關的科目。

共 24 學分

\* 曾修讀社會科學或相關研究方法科目及成績達 B 級或以上的學生，可向學部主任申請科目豁免。

# 部份選修科目會在日間授課。

\* 學生最多只可修讀一個本科課程的科目，並且須要完成特別為研究生而設的額外課程要求。

#### 二．備註

如獲學部主任批准，學生可選讀本學部選修科目以外或其他學部的科目。