Four-Year Study Plan of Public Relations and Advertising Programme (2025 cohort)

Rev 20250626

Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	Sem 1	Sem 2	Sem 1	Sem 2
I. 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	AI and Strategic Communications							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
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04									3	6	3
III. 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									
CHI1103	Introduction to Modern Social Theories				3						
CHI1203	Morality and Foundations of Law			3							
CHI1063	Chinese Culture and Modern China					3					
CHI1073	Contemporary Chinese Society and Thought I	3									
CHI1253	Contemporary Chinese Society and Thought II					3					
CHI1193	Contemporary World and China①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts②					1					
WPEX2023/ WPEX2033	Voluntary Service②, or Environmental Awareness②				1						
UCHL1XX3	Healthy Lifestyle②	1		1		1					
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization②				3						
	Quantitative Reasoning②	3									
	Values and the Meaning of Life②			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation②, or Science, Technology and Society②, or Sustainable Communities②				3④			3			
Level 3 GE Capstone Courses	Service-Learning Course②, or Service Leadership Education Course②, or Experiential Learning Course②, or Interdisciplinary Independent Study②									3	
V. Free Elective Courses (27 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 FE09		3③			3	3		3	6	6	3
Total Units: 148		**19**	**2**	**20**	**19**	**20**	**2**	**18**	**18**	**18**	**12**

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ Students are recommended to take FE courses offered by the PRA Programme.

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

Four-Year Study Plan of Digital Global Communication plus Public Relations and Advertising Programme (2025 cohort)

Rev 20261110

Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	Sem 1	Sem 2	Sem 1	Sem 2
I. 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	AI and Strategic Communications							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
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04									3	6	3
III. 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									
CHI1103	Introduction to Modern Social Theories				3						
CHI1203	Morality and Foundations of Law			3							
CHI1063	Chinese Culture and Modern China					3					
CHI1073	Contemporary Chinese Society and Thought I	3									
CHI1253	Contemporary Chinese Society and Thought II					3					
CHI1193	Contemporary World and China①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts②					1					
WPEX2023/ WPEX2033	Voluntary Service②, or Environmental Awareness②				1						
UCHL1XX3	Healthy Lifestyle②	1		1		1					
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization②				3						
	Quantitative Reasoning②	3									
	Values and the Meaning of Life②~~⑨~~			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation②, or Science, Technology and Society②, or Sustainable Communities②				3④			3			
Level 3 GE Capstone Courses	Service-Learning Course②, or Service Leadership Education Course②, or Experiential Learning Course②, or Interdisciplinary Independent Study②									3	
V. Free Elective Courses (27 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 FE09		3⑤*			3⑥*	3		6⑦*~~⑧~~#	6⑨#	3⑨#	3
Total Units: 148		**19**	**2**	**20**	**19**	**20**	**2**	**21**	**18**	**15**	**12**

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

~~③ Students are suggested to take GFVM1033 Ethics in An Era of Artificial Intelligence and Robotics under this category.~~

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

* Common Core Course (Required) - CCR

⑤ Students are required to take DSS2043 Machine-Learning Mathematics for Non-Science Students under FE.

⑥ Students are required to take COMM3123 Digital Research for Humanities and Social Sciences under FE.

⑦ Students are required to take DGCX3003 AI Tools for Creative Process and Transmedia under FE.

~~⑧ Students are required to take xxxx FYP II under FE.~~

Common Core Course (Elective) - CCE:

DGCX3013	Algorithmic Culture
DIS3063	AI and Computer-Aided Translation
GLD2053	Global Digital Transformation: AI, IoT and Blockchain
MCOM4093	Technoculture
MCOM4103	AI and Journalism
PRA4073	Big Data and Advertising
PRA4083	Design Thinking and User Experience for Digital Innovation
TDH3013	Digital Narratives and Storytelling
TDH4013	Digital Text Analysis and Visualization
~~TRA3123~~	~~Computer-Aided Translation~~

⑧ Students are required to take one of the above CCE courses under FE.

⑨ Students are required to take one of the above CCE courses under FE.

ME Course List of PRA (2025 cohort)

Rev 20260120

Course Code	Course Title	Units
CCGC3093	Understanding Communication in Chinese Culture	3
CCGC4033	Aesthetics of Chinese Cinema	3
CCGC4073	Chinese Cultural Resources and Creative Industries	3
COMM2033	Persuasion and Social Influence	3
COMM3013	Introduction to Fashion Communication	3
COMM3023	Organizational Communication	3
COMM3033	Social Media Communication	3
COMM3043	Public Affairs and Communication	3
COMM3053	Health and Science Communication	3
COMM3063	Trans-editing for Journalism and Public Relations	3
COMM3073	Advanced Qualitative Research in Communication	3
COMM3083	Advanced Quantitative Research in Communication	3
COMM3093	Media and Mental Health	3
COMM3103	Music as Communication	3
COMM3113	Sustainability and Communication	3
COMM4003	Unveiling Tomorrow ' s Media: Challenges and Tools in Communication	3
MCOM3043	Culture, Media and Tourism	3
MCOM3053	Seminar in Cultural Theories and Globalisation	3
MCOM3063	Social Media Analytics	3
MCOM3123	International Communication	3
MCOM3163	Study on Intercultural Communication Issues	3
MCOM3173	Gender, Identity and the Media	3
MCOM3253	Theory and Practice of Online Video	3
MCOM4083	Advanced Audio Production	3
MCOM4093	Technoculture	3
PRA2053	Cases Studies in Public Relations and Advertising	3
~~PRA3033~~	~~Research in Public Relations and Advertising~~	~~3~~
PRA3053	Advanced Design and Visualisation	3
PRA3113	Photography and Videography in Advertising	3
PRA4003	Advertising and Society	3
~~PRA4013~~	~~Special Topics in Public Relations and Advertising~~	~~3~~
PRA4043	Advertising Regulation and Ethics	3
PRA4053	Public Relations and Advertising Internship	3
PRA4073	Big Data and Advertising	3
PRA4083	~~Human Computer Interaction~~ Design Thinking and User Experience for Digital Innovation	3