

**Hong Kong Baptist University**  
**Curriculum for Minor Programmes**

**Minor Programme : Public Relations and Advertising (\*PRA)**

**Bulletin Year : 2022**

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
<b>PRA Minor Core Course (3 units) (#R-PRA-CORE-001)</b>				
	PRAO2005	Introduction to Public Relations and Advertising	3.00	C
<b>PRA Minor Elective Courses (12 units) (#R-PRA-ELECT-001)</b>				
	PRAO2046	Internal Communication and Employee Engagement	3.00	E
	PRAO2055	Programming for Digital Communication	3.00	E
	PRAO3046	Audience Measurement and Engagement	3.00	E
	PRAO3065	Fundraising Events, Sponsorships, and Donor Management	3.00	E
	PRAO3067	Health Communication and Information Campaigns	3.00	E
	PRAO3076	Communication Training for Organizations	3.00	E
	PRAO4025	Brand Strategy and Communication	3.00	E
	PRAO4036	Social Communication and Advertising	3.00	E
	PRAO4047	Service Experiences and Luxury Branding	3.00	E
	PRAO4077	Special Topics in Communication Studies	3.00	E
<b>** 0-6 units from the following 5 courses: (#R-PRA-ELECT-001A)</b>				
	PRAO3085	Social Media @ Work	3.00	E
	PRAO3087	Organization Communication Issues and Processes	3.00	E
	PRAO4057	Organizational Decision Making and Problem Solving	3.00	E
	PRAO4066	Leadership Communication	3.00	E
	PRAO4075	Comprehensive Management Trainee Assessment	3.00	E

- Remarks:
1. Students have to take PRAO2005.
  2. \*\* Students are required to take 4 courses from #R-PRA-ELECT-001, out of these 4 courses, students can only choose at most 2 courses from #R-PRA-ELECT-001A.
  3. To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

\* 4-Year Curriculum