

1. Students need to complete at least 20 cu of level 3 and above courses in the second major.

2ND MAJOR COMPULSORY - 20 cu													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
COM101 Principles and Practice of Communication	5		SSC101			Y	N	Y	Y	N	Y	2028/07	CRN01; Wed; Week 1, 4, 5, 8, 9, 12
COM103 Discourse: Critique and Evaluation	5		SSC103			Y	N	Y	Y	N	Y	2028/07	CRN01; Thu; Week 1, 4, 5, 8, 9, 12
COM105 Media Communication in a Changing World	5		SSC105			Y	N	Y	Y	N	Y	2028/07	CRN01; Mon; Week 1, 4, 5, 8, 9, 12
COM203 Visual Texts and Communication	5		ASZ221			N	N	Y	N	N	Y	2028/07	CRN01; Fri; Week 1, 4, 5, 8, 9, 12
2ND MAJOR ELECTIVE - 40 cu													
Students need to complete at least 20 cu of level 3 and above courses as 2nd major electives.													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
COM222 Media Relations	5					Y	N	N	Y	N	N	2028/07	CRN01; Wed; Week 1, 4, 5, 8, 9, 12
COM223 Writing for Strategic Communication	5		ASZ223e			Y	N	Y	Y	N	Y	2028/07	CRN01; Tue; Week 1, 4, 5, 8, 9, 12
COM256 Writing for Online News	5		COM253		Replaced COM253	Y	N	N	Y	N	N	2028/07	CRN01; Thu; Week 1, 4, 5, 8, 9, 12

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
COM259 Creative Advertising and Copywriting	5					N	N	Y	N	N	Y	2028/07	CRN01; Thu; Week 1, 4, 5, 8, 9, 12
COM273 Creative Communication Strategies	5					Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 1, 4, 5, 8, 9, 12
COM301 Public Relations	5		ASZ339			N	N	Y	N	N	Y	2028/07	CRN01; Wed; Week 1, 4, 5, 8, 9, 12
COM302 Corporate Communication	5		ASZ339			N	N	Y	N	N	Y	2028/07	CRN01; Fri; Week 1, 4, 5, 8, 9, 12
COM303 Media Management	5					Y	N	N	Y	N	N	2028/07	CRN01; Thu; Week 1, 4, 5, 8, 9, 12
COM308 Analysis of Issues and Trends in the Communication Industry	5		COM307		Students are advised to take HBC201/SS C211 and HBC203/SO C392/PSY3 92 before taking COM308.	N	N	Y	N	N	Y	2028/07	CRN01; Tue; Week 1, 4, 5, 8, 9, 12
COM322 Media Law and Ethics	5					N	N	Y	N	N	Y	2028/07	CRN01; Thu; Week 1, 4, 5, 8, 9, 12
COM323 Crisis Communication	5					Y	N	N	Y	N	N	2028/07	CRN01; Wed; Week 1, 4, 5, 8, 9, 12
COM353 Feature Writing	5					Y	N	N	Y	N	N	2028/07	CRN01; Fri; Week 1, 4, 5, 8, 9, 12
COM355 Multimedia Public Affairs Reporting	5					N	N	Y	N	N	Y	2028/07	CRN01; Fri; Week 1, 4, 5, 8, 9, 12

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
COM368 Strategic Communication	5					N	N	Y	N	N	Y	2028/07	CRN01; Mon; Week 1, 4, 5, 8, 9, 12
COM376 Strategic Social Media Management	5					Y	N	N	Y	N	N	2028/07	CRN01; Tue; Week 1, 4, 5, 8, 9, 12
COM388 Communication Campaign Planning	5					Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 1, 4, 5, 8, 9, 12
HBC201 Research Methods for the Social and Behavioural Sciences	5		SSC201, SSC211		SSC211 is redeveloped as HBC201 Research Methods for the Social and Behavioural Sciences.	Y	N	Y	Y	N	Y	2029/07	CRN01; Tue; Week 1, 2, 3, 4, 5, 7 CRN02; Wed; Week 1, 2, 3, 4, 5, 7 CRN03; Wed; Week 1, 2, 3, 4, 5, 7
HBC203 Statistics and Data Analysis for the Social and Behavioural Sciences	5		PSY392, SOC392			Y	N	Y	Y	N	Y	2029/07	CRN01; Wed; Week 1, 2, 3, 4, 5, 6 CRN02; Thu; Week 1, 2, 3, 4, 5, 6 CRN03; Wed; Week 1, 2, 3, 4, 5, 6
HBC263 Cross-Cultural Intelligence at the Workplace	5		SSC263e, SSC201e		SSC263e is recoded as HBC263. It will reside in the SHBS Core Elective Basket with effect January 2021.	N	N	Y	N	N	Y	2029/07	CRN01; Thu; Week 1, 2, 4, 5, 7, 8

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
MKT354 Brand Management	5					Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 1, 3, 5, 7, 9, 11 CRN02; Mon; Week 1, 3, 5, 7, 9, 11
MKT358 Integrated Marketing Communications	5		MKT357 & MKT359, BMSZ323, ASZ338			Y	N	N	Y	N	N	2028/07	CRN01; Mon; Week 2, 4, 6, 8, 10, 12 CRN02; Mon; Week 2, 4, 6, 8, 10, 12
MKT368 Digital Marketing	5		MKT360			N	N	Y	N	N	Y	2029/07	CRN01; Wed; Week 1, 3, 5, 7, 9, 11 CRN02; Wed; Week 1, 3, 5, 7, 9, 11
MTD319 Android Application Development	5		MTH102		As MTD319 is a level 3 course with coding, students are highly recommended to have basic programming experience to take the course.	N	N	Y	N	N	Y	2028/07	CRN01; Mon, Sat; Week 0, 1, 2, 4, 5, 6

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MTD367 iOS Application Development	5		MTD358		As MTD367 is a level 3 course with coding, students are highly recommended to have basic programming experience to take the course. Students will need to use an Apple notebook (MacBook) to work on assignments.	N	N	Y	N	N	Y	2028/07	CRN01; Mon, Sat; Week 0, 1, 2, 4, 5, 6
MTD369 Virtual Reality and Augmented Reality	5				As MTD369 is a level 3 course with coding, students are highly recommended to have basic programming experience to take the course.	Y	N	N	Y	N	N	2028/07	CRN01; Mon, Sat; Week 0, 1, 2, 4, 5, 6

- If the presentation status is 'Y' = the course is presenting in the semester, 'N' = the course is not presenting in the semester, 'RT' = the course has been retired and will not be presented again, 'RP' = the course has been replaced and will not be presented again.
- The information listed is subject to review and change.

