HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

Media and Communication

Enquiries: 3762 0868
Email: media_comm@hkuspace.hku.hk

Postgraduate Certificate in Public Relations and Corporate Communications
Application Code: 1480-MC009A Programme/Course Code: MC009A

Postgraduate Diploma in Public Relations and Corporate Communications
Application Code: 1480-MC010A Programme/Course Code: MC010A

This postgraduate diploma prepares students for positions in government, private industry, and the not-for-profit sector as specialists in PR and communication, especially in developing strategies for different publics. It is designed for fresh university graduates, as well as for working professionals who want to further develop their communication knowledge and skills, either for continued advancement in their present careers or as preparation for career changes.

Programme Structure

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Contemporary PR	24 hours
Contemporary Corporate Communication	21 hours
Advanced Writing for Corporate Communications	30 hours
Media Relations Management	15 hours

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Contemporary PR	24 hours
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Advanced Writing for Corporate Communications	30 hours
Media Relations Management	15 hours
Integrated Digital Branding	21 hours
Crisis and Reputation Management	24 hours
Global Communication	21 hours
Strategic Communications	30 hours

Course Description

Contemporary PR

The class will be familiarized with the major steps in the planning and programming process, and the major approaches to defining publics. The characteristics of useful programme objectives will be discussed and students will learn to create and develop events by the application of the management practice of project management. Various concepts from management, organization, planning and implementation will be critically examined. There will also be discussion on concerns for professional ethics in PR practice, and the pros and cons of accrediting PR practitioners

Contemporary Corporate Communications

This module will examine and critically review the key strategic issues in communications theory and practice, develop an advanced level of understanding of current communications concepts, key skills and techniques, and design and create appropriate model to communicate with internal and key external groups and individuals that have a direct relationship with an organization.

Advanced Writing for Corporate Communications (Chinese & English)

In this module, students will learn how to research in preparation for a communications assignment in English and Chinese, so that they can acquire a certain level of prowess in the proper use of the English and Chinese languages. The class will be familiarized with the requirements of a variety of key public relations communication formats in English and Chinese.

Media Relations Management

This module will examine and critically review all the news media and how they operate, and devise a methodology for successful practice of media relations. Students will learn to conduct research in media activities and design appropriate strategies to improve professional practice. The objective is to master how to communicate, using appropriate methods, to a range of audiences, including general public and specialists in PR situations.

Integrated Digital Branding

This module focuses on the knowledge and perspectives for brand building and reputation management, especially in today's fast changing business environment. How a brand is positioned in the market plays a vital role to the success of a company. Emphasis is placed on the positioning of a brand, management of the brand life-cycle as well as the management of the brand portfolio. Students will learn to examine the interdisciplinary approach of branding in the digital age across different platforms, and to manage a brand from a corporate perspective.

Crisis and Reputation Management

This module will examine the concepts and knowledge of public opinion and crisis communication, help students to master the methodologies and skills of public opinion polling, develop and evaluate strategies to handle issues and crises related to an organization, and create the necessary model and procedures for handling issues and crises.

Global Communication

This module is designed to explore contemporary issues in global communication and the social, cultural and economic implications of globalization. It explores the phenomenon of global communication, and it's wide range of activities associated with the intercontinental networks of interpersonal communication. It deals with the impact of global communication on the economy, culture and resultant national communication policies.

Strategic Communications

In an environment of increasing transparency, technology-enabled communication, changing societal norms, stakeholder fragmentation, increasing global communication, and proliferating special interests, it is important to define and develop the expanded, dynamic role to be played by public relations. This course will help students master the concepts and skills of measuring organization's reputation, and the key roles of communications

Entry Requirements

Applicants shall

I) a) hold a bachelor's degree awarded by a recognized institution; or

b) have gained in the HKCEE Grade E in 5 subjects, and Level 3 in Chinese Language and English Language; or

have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or

have gained in the HKALE Grade E in 2 AL subject(s) or 2 AS subject(s);

AND

possess 10 and more years of relevant working experiences in related industries;

AND

II) provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:

i. an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or

ii. a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or

iii. HKALE Use of English at Grade E; or

iv. HKDSE Examination English Language at Level 3; or

v. equivalent qualifications.

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Day(s)/Time:	Saturdays, and/or Sundays 2:00 pm – 5:00 pm and/or 6:00-9:00 pm (**Class(es) might also be scheduled on weekday evening in some special occasions.)
Venue:	Island East Campus / Fortress Tower Learning Centre
Course Fee:	$18,250 (*Course fees are non-refundable and subject to change without prior notice. Admin charge applies to course withdrawal.)
Application Fee:	$150 (non-refundable)
Duration:	around 9 months, part-time
Application Deadline:	March 2017
Commencement Date:	April 2017
Medium of Instruction:	English and Cantonese

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Day(s)/Time:	Saturdays, and/or Sundays 2:00 pm – 5:00 pm and/or 6:00-9:00 pm (**Class(es) might also be scheduled on weekday evening in some special occasions.)
Venue:	Island East Campus / Fortress Tower Learning Centre
Course Fee:	$36,500 (*Course fees are non-refundable and subject to change without prior notice. Admin charge applies to course withdrawal.)
Application Fee:	$150 (non-refundable)
Duration:	around 18 months, part-time
Application Deadline:	March 2017
Commencement Date:	April 2017
Medium of Instruction:	English and Cantonese

APPLICATION PROCEDURES

1. Complete the application form (SF26) and submit the form with the following documents:

- Copies of academic certificates;
- A 500-word letter outlining the applicant's education, training and working experience, and saying how he/she would benefit from the programme;
- Resume;
- Copy of HKID card/Passport;
- A crossed cheque for HK$150 made payable to "HKU SPACE" (non-refundable).

2. The complete set of application forms with all relevant supporting documents may be:

1) submitted in person, or

2) by post to the Media and Communication programme team at

11/F, Fortress Tower, 250 King's Road, North Point, HK or

3) submit through one of our enrolment counters in person:

* Our Learning centre staff are able to certify photocopies of the supporting documents.

(i) HKU SPACE Admiralty Learning Centre

3/F, Admiralty Centre,

18 Harcourt Road, Hong Kong

(Exit A, Admiralty MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3761 1111 Fax: 2559 4666

(ii) HKU SPACE HKU Campus

3/F, T.T. Tsui Bldg,

The University of Hong Kong,

Pokfulam Road, Hong Kong

Weekdays: 8:30 am to 6:00 p.m

Saturdays: closed

Telephone: 2975 5680 Fax: 2546 3538

(iii) HKU SPACE Fortress Tower Learning Centre

14/F., Fortress Tower, 250 King's Road,

North Point, Hong Kong

(Exit B, Fortress Hill MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: closed

Telephone: 3762 0888 Fax: 2508 9349

(iv) HKU SPACE Island East Campus

2/F, 494 King's Road, North Point Hong Kong

(Exit B3, North Point MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 0000 Fax: 2214 9493

(v) HKU SPACE Kowloon West Campus

38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),

Kowloon (Exit B, Mei Foo MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 4000 Fax: 2302 1609

(vi) HKU SPACE Kowloon East Campus

1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon

(Exit B, Kowloon Bay MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 2222 Fax: 2305 5070

PROGRAMME ENQUIRIES

Tel: 3762 0868 Fax: 2508 6403 Email: media_comm@hkuspace.hku.hk

HKU SPACE Web: http://www.hkuspace.hku.hk

Media and Communication Programmes: https://hkuspace.hku.hk/collection/media-and-communication