Diploma Programme in
Professional Public Relations
and Communications Management
專業公共關係及傳播管理
文憑課程

Offered by
School of Continuing and Professional Studies
The Chinese University of Hong Kong
INTRODUCTION

Public Relations are essential to leading and managing an organization. It establishes and maintains lines of communication, understanding, acceptance and cooperation between an organization and its publics.

All sorts of organization, whether they are private or public companies, government bodies, profit-making or non-profit making organizations, are more aware of the importance of the strategic functions of public relations in enhancing their corporate image, strengthening media relations, promoting their products or services, improving staff, client and investor relations, as well as managing crisis both inside and outside their organizations.

As a distinctive management function, public relations play a vital role in today’s businesses in Hong Kong and Mainland China. There is a great demand for well-trained practitioners with professional standard in the public relations and communications area.

This programme provides participants with up-to-date knowledge and practice of public relations and communications, and enhances their professional skills and techniques on core public relations practice and special issues.

PROGRAMME OBJECTIVES

The programme aims to:

- enhance and broaden participants’ professional knowledge and practice on contemporary public relations and communications;
- provide participants the understanding of principles and strategic functions of public relations in management;
- allow participants to master the skills and techniques in development of public relations programmes; and
- enhance their professional ability to become effective public relations and communications practitioners.

TARGET PARTICIPANTS

- Professionals in public relations or related fields with their experience either from in-house or consultancy work;
- Entrepreneurs or senior executives who wish to grasp the knowledge and functions of public relations, and incorporate them into their business strategy; and
- Graduates from any disciplines who wish to broaden or change their careers to the field of public relations and communications.
Programme Structure and Tuition Fee

The programme consists of 10 taught modules and a real-life group project. The 10 modules comprise 213 contact hours and the group project requires about 7 hours individual work of each participant. Participants will take around 10 months to complete the programme on a part-time basis.

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<tr>
<th>Modules</th>
<th>Tuition Fee (HK$)</th>
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<tr>
<td>Fundamentals of Communications &amp; Public Relations (30 hours)</td>
<td>(a) HK$22,800 in full payment, or</td>
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<td>Corporate Communications (27 hours)</td>
<td>(b) in 2 installments:</td>
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<td>Marketing Communications (27 hours)</td>
<td>• The first instalment of HK$11,400 is to be paid at</td>
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<tr>
<td>Media Relations &amp; its Practice (19.5 hours)</td>
<td>the submission of application form.</td>
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<tr>
<td>Public Relations Writing &amp; Presentation Techniques (24 hours)</td>
<td>• The second instalment of HK$11,400 is to be paid in</td>
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<tr>
<td>Planning &amp; Implementation of Public Relations Programmes (19.5 hours)</td>
<td>the 4th month after programme commencement.</td>
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<td>Employee Communications (16.5 hours)</td>
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<tr>
<td>Issues &amp; Crisis Management (16.5 hours)</td>
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<tr>
<td>Financial Public Relations &amp; Investor Relations (16.5 hours)</td>
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<td>Public Relations Management (16.5 hours)</td>
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<td>Group Project (7 hours)</td>
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Medium of Instruction, Class and Venue

Teaching activities will be conducted in both Cantonese and English. The teaching materials will be mainly in English. Lectures, group discussions and case studies will be the major methods of instruction.

Classes will be held from 7:00 p.m. – 10:00 p.m. (Wednesday) and 2:30 p.m. – 5:30 p.m. (Saturday) at the Learning Centre of CUSCS at Central.

(CUSCS reserves the right to make alterations regarding instructors, class locations, class schedules and the content of courses from time to time. CUSCS also reserves the right to cancel the programme if enrolment is insufficient.)

Admission Requirements

Applications should fulfill one of the following requirements:

(a) hold a recognized degree in any discipline with at least 1 year experience in public relation or related fields; or  
(b) have a good standard of general education, preferably at post-secondary level with at least 3 years’ experience in public relations or related fields.

Participants should be proficient in both English and Chinese.

Assessment and Award

Students’ performance is monitored and assessed on a continuous basis through assignments, class participation, group work and final examinations. Participants are required to pass the assessment of each module. They have also to complete a group project at the end of the programme. At least 70% of class attendance is required for each module.

Upon successful completion of the programme and meeting the requirements as set, participants will be awarded the Diploma Programme in Professional Public Relations and Communications Management.
**Professional Recognition**

Students who are studying in the programme are entitled to apply for “Associate Membership” of Hong Kong Public Relations Professionals' Association Ltd (PRPA). Students who successfully complete the programme and have obtained 2 years' practical experience in public relations are entitled to apply for “Ordinary Membership” of PRPA. (Students will need to pay the related fee as required by PRPA).

**Application Procedures**

A completed enrolment form must be accompanied by the following:

1. the tuition fee, in full payment or in the amount of 1st installment (by credit card, crossed cheque or bank draft payable to: The Chinese University of Hong Kong);
2. photocopy of HKID Card;
3. photocopies of academic qualifications and working experience

All documents should be sent to:

School of Continuing and Professional Studies
The Chinese University of Hong Kong
Tsui Lam Estate, Tseung Kwan O
Business and Management
(Diploma Programme in Professional Public Relations and Communications Management

**In-Person**

**Tsimshatsui Learning Centre**
13/F., Oriental Centre, 67 Chatham Road South, Tsimshatsui, Kowloon.

**Tsimshatsui East Ocean Learning Centre**
Unit 01, Basement 1, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui, Kowloon

**Tseung Kwan O Centre**
Tsui Lam Estate, Tseung Kwan O

**Central Learning Centre**
Unit A, 1/F., Bank of America Tower, 12 Harcourt Road, Central, Hong Kong.

Admission will be on a first-come-first-served basis for qualified applicants. All applicants will be notified in writing of their application results within one week after the application deadline. For unsuccessful applications or course cancellation, tuition fees will be returned within 4 weeks after the application closing date.

**Date of Commencement**

End of April

**Application Deadline**

14 calendar days before the course commencement date. Late enrolment will only be considered if there is still vacancy.
TEACHING FACULTY

Qualified teaching staff will be drawn from tertiary institutions, related industries and professional bodies. They are all senior executives and/or veteran public relations practitioners in the field. Brief Introduction of Some Members of the Teaching Faculty is listed below:

Ms. Virginia Chi, M.A., PgD., Honours Dip.

With over 16 years of experience in Marketing and Communications, Ms. Virginia Chi has extensive experience in planning and managing communications campaigns targeting at multinational, enterprise and consumer markets. Ms. Chi has held senior positions in Marketing and Communications in major corporations. She started her career as a news reporter with the South China Morning Post.

Ms. Chi has solid experience in devising integrated marketing communications (IMC) campaigns using a wide range of communications tools spanning public relations, advertising, direct marketing, sales promotion, event marketing and web promotion. Markets served include Hong Kong, Mainland China and the U.S.A.

Ms. Chi holds a Master of Arts in Communications from California State University, US; a Postgraduate Diploma (with Distinction) in Integrated Marketing Communications, HKUSPACE; and an Honours Diploma in Communications, Hong Kong Baptist University. She is a Founding Member of the Hong Kong Public Relations Professionals’ Association.

Ms. Angel Yeung, M.B.A.

Angel Yeung has in excess of 20 years experience in international public relations, primarily in the financial services industry.

Ms Yeung now a member of the Corporate Communications department in a global financial company. Before that, she worked for a range of institutions including, Swiss Reinsurance Company, Societe Generale, HSBC, the British Council, and Dunn Communications Ltd, a Hong Kong-based public relations agency. Her primary focus has been on crisis management for the Greater China markets - in particular, China, Hong Kong and Taiwan. She also has extensive experience in new product launches as well as of organising regional conferences and industry seminars.

Ms Yeung graduated from the Hong Kong Baptist University and has a Masters degree in Business Administration from the University of South Australia.

Mr. Kris Chan, B.A.

Mr. Kris Chan is a veteran public relations expert with more than 20 years of experience, in both the media and communications fields.

In 2000, he founded Ascensus Communications Limited, an all-round public relations agency, the clients of which include Hong Kong Tourism Board, Hewlett-Packard Hong Kong etc. Before that, Kris was the Corporate Communications Manager of Ocean Park, responsible for the Park’s media relations and public image. He had also worked for the world’s leading public relations company, Burson-Marsteller, managing a wide range of public utility accounts such as the Hong Kong and China Gas Co. Kris started out his communications career as a journalist, having worked for Radio-Television Hong Kong and The Standard.

Kris holds a Bachelor of Arts Degree in Administrative and Commercial Studies from the University of Western Ontario, London, Ontario, Canada.

Mr. Vincent Luk, B.Sc.

With more than 10 years of experience in human resources management, Mr. Vincent Luk has worked with many large organizations, including Hong Kong Telecom, Livingston Group Inc. (Canada) and MTR Corporation Ltd. In his role at MTR, he was a key member of the leading team during Merger Integration Process.

Mr Luk graduated from the University of Hong Kong. He is the member of Hong Kong Institute of HRM, and the associate member of Institute of Chartered Secretaries & Administrators - UK.
PROGRAMME CONTENTS

1. Fundamentals of Communications and Public Relations
   - Communications and media theories and practice
   - Nature and characteristics of various modes of communication
   - Different types of mass media and characteristics
   - Media and its impact on people and society
   - Public opinion and research
   - Nature, scope and functions of public relations
   - Organization of public relations department
   - Role of public relations practitioners and consultancy
   - Ethics and codes of practice for public relations

2. Corporate Communications
   - Introduction to corporate communications
   - Missions of corporate communications
   - Roles of corporate communications as a strategic management function
   - Corporate image/corporate identity and branding
   - Corporate social responsibility
   - Organizing corporate communications and its practical tools

3. Marketing Communications
   - Marketing environment & competitive analysis
   - Consumer behaviour and market research
   - Marketing plan and marketing mix
   - Integrated marketing communications
   - Marketing communications mix
   - Event marketing and management
   - Customer relationship management

4. Media Relations and its Practice
   - Importance of media relations to overall corporate goal
   - Media's unique nature and media's needs
   - Difference between new media and conventional media
   - Media's approaches to new stories
   - Media relations - how to establish positive media relations and work with the media effectively
   - Building a successful media relations programme

5. Public Relations Writing and Presentation Techniques
   - Interpersonal communication skills
   - Public relations written tools
   - Writing for new media technology such as Internet and social media
   - Face-to-face communication techniques and presentation skills
   - Use of visual and audio-visual techniques
   - Cross-cultural communication
   - Introduction to new media technology

6. Planning and Implementation of Public Relations Programmes
   - The systematic approach to planning and implementation of public relations programmes
   - The four-step process: research, planning, communication and evaluation
   - The planning and executing of public relations programmes
   - Developing effective public relations campaigns

7. Employee Communications
   - The basic principle of employee communications
   - Understanding the human psychology to change
   - How to reduce resistance and get employees' participation in the change process
   - How to package your message for employees' acceptance
   - When to use "dialogue" and "information" in communicating change
   - How to get employee's feedback to improve communications

8. Issues and Crisis Management
   - Understanding and definitions of issues and crisis management
   - A Public Policy Process Model
   - Issues management process
   - Understanding of crisis development
   - Crisis management

9. Financial Public Relations and Investor Relations
   - Overview of financial and stock markets
   - Development, role and function of financial public relations
   - Investor relations
   - Public relations programs for Initial Public Offering (IPO)
   - Differentiation between financial media and mainstream media
   - On-going financial public relations

10. Public Relations Management
    - Operation of an in-house public relations department to align with the strategic management requirements and provide service to other departments in an organization
    - Organization of an external public relations agency, management of account servicing teams and business development
    - Client/agency working relationship
    - Evaluation and measurement of public relations performance