Programme Document

The following tables give an overview and a summary of the overall curriculum structure for the Degree Programme:

Year-Sem	No.	Module Code	Module Title	QF Level	Credit Points	
Y3-S5	1	GEC5202	English for Academic Studies 2	5	3	18
	2	MCC5213	Marketing Management	5	3	
	3	MPM5201	Writing for Public Relations	5	3	
	4	MPM5301	Social Media Advertising	5	3	
	5	MPM5304	Crisis Management	5	3	
	6	MPM5306	Sports Media, Communication & Public Relations	5	3	
Y3-S6	1	GEC5102	Chinese 2	5	3	15
	2	MHO5412	MICE Business & Operations Management	5	3	
	3	MPM5300	Customer Relationship Management	5	3	
	4	MPM5302	Integrated Marketing Communication	5	3	
	5	--	Programme Elective 3	4/5	3	
Y3-SS@	1	MPM4300	Work-integrated Learning	4	3#	3#
			Year-3 Sub-total			**33**
Y4-S7	1	GEC5206	English for Professional Purposes	5	3	18
	2	MPM5400	Reputation Management	5	3	
	3	MPM5408	Strategic Communication Theory & Practice	5	3	
	4	MPM5409	Contemporary Issues in Public Relations & International Events Management	5	3	
	5	MPM5410	Exhibition & Convention Production Events Management	5	3	
	6	--	Programme Elective 4	4/5	3	
Y4-S8	1	MPM5401	Public Relations & Media Campaign Planning Management	5	3	15
	2	MPM5403	Career Development Project	5	3	
	3	MPM5404	Social Marketing & Public Opinion Management	5	3	
	4	MPM5411	International Events Impacts & Sustainable Development	5	3	
	5	--	GE Elective 4	5	3	
			Year-4 Sub-total			**33**
			Total Credit Points for Degree Programme			**66**

Note:
The actual delivery of the modules is subject to the arrangement of the respective Department/School.

\# The Work-integrated Learning modules must be completed before graduation. It will be assessed on a Pass/Fail basis and will not be counted as part of the required minimum number of CPs for

graduation or included in the calculation of the Grade Point Average (GPA).

@   *Summer Semester*

$ GEC4305 has been renamed from "Technology, Society & Work" to "A.I. and Blockchain in Society & Work" effective from Semester One, AY 2024/25. Students who have taken the module "Technology, Society & Work" before Semester One, AY 2024/25 do not require to take the module "A.I. and Blockchain in Society & Work" to fulfil the graduation requirement.