

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	15
	2	MPM5201	Writing for Public Relations	5	3	
	3	MPM5308	Digital & Social Media Marketing	5	3	
	4	MPM5304	Crisis Management	5	3	
	5	MHO5412	MICE Business & Operation Management	5	3	
Y3-S6	1	GEC5102	Chinese 2	5	3	15
	2	MPM5204	Marketing Research for Communication Professionals	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	15
	2	MPM5409	Contemporary Issues in Public Relations & International Events Management	5	3	
	3	MPM4102	Negotiation & Lobbying	5	3	
	4	--	GE Elective 4	5	3	
	5	--	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	--	Programme Elective 5	4/5	3	
					Year-4 Sub-total	30
					Total Credit Points for Degree Programme	63

Note:

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

The *Work-integrated Learning* module, which is equivalent to 3 Credit Points (CPs), must be completed before graduation. This module is assessed with grades and counted as part of the required number of CPs for graduation and included in the calculation of the Grade Point Average (GPA).

@ *Summer Semester*

§ GEC4305 has been renamed from “Technology, Society & Work” to “A.I. & 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. & Blockchain in Society & Work” to fulfil the graduation requirement.