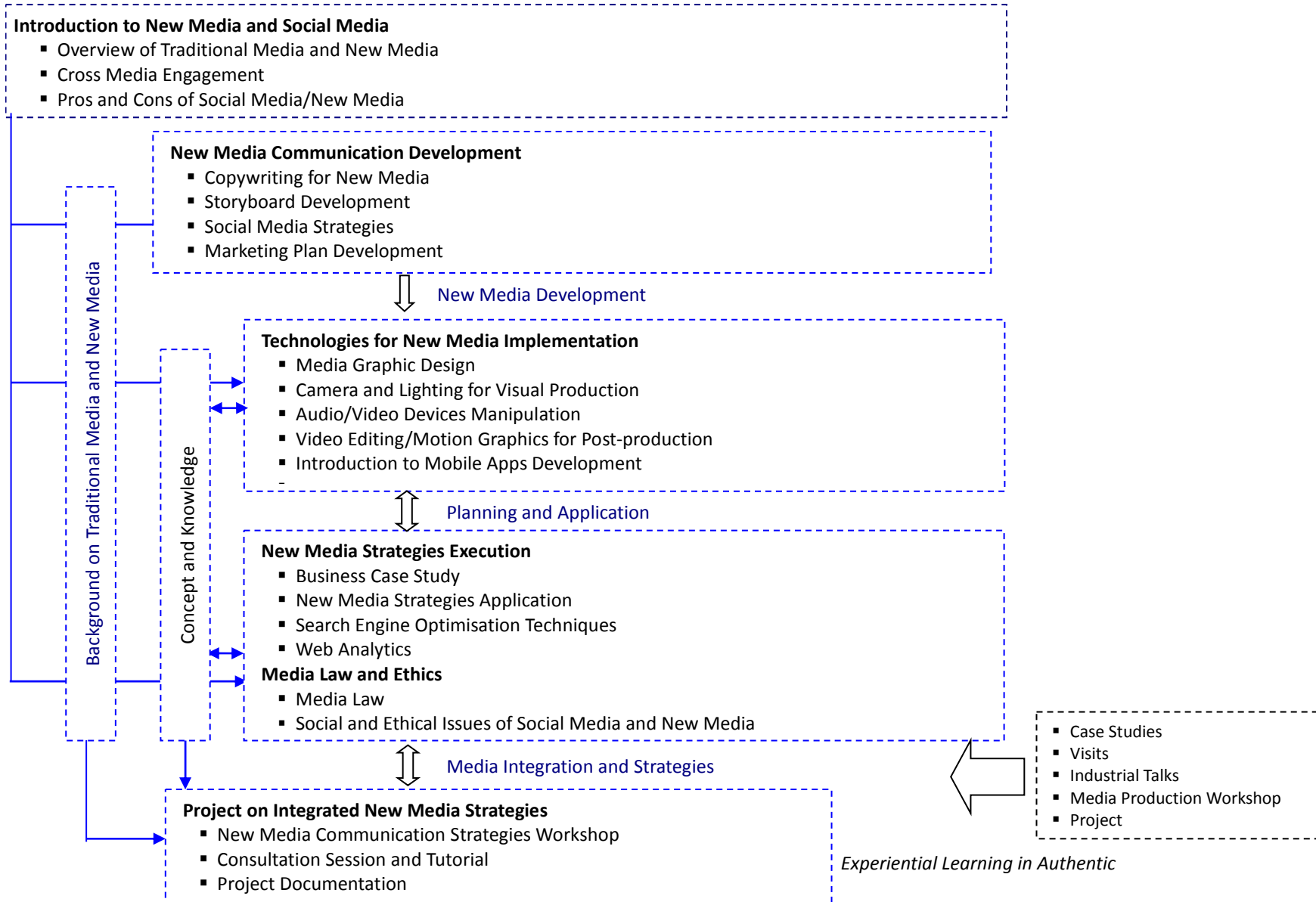


Applied Learning (Senior Secondary Level)

2016-18 Cohort

Item	Description
1. Subject Title	New Media Communication Strategies
2. Course Provider	School of Professional and Continuing Education, The University of Hong Kong
3. Area of Studies/ Course Cluster	Media and Communication/ Media Production and Public Relations
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ol style="list-style-type: none"> (1) describe the properties, pros and cons of traditional media and new media; (2) communicate effectively using cross media, including both new media and traditional media; (3) apply knowledge and skills of media production in new media communication strategies; (4) apply new media technology when presenting ideas; (5) analyse and evaluate the strengths and weaknesses of different new media in business promotion activities; (6) provide innovative ideas to various media production and mobile apps development with an integrated strategy; (7) demonstrate the understanding of professional ethics in media industry; and (8) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

