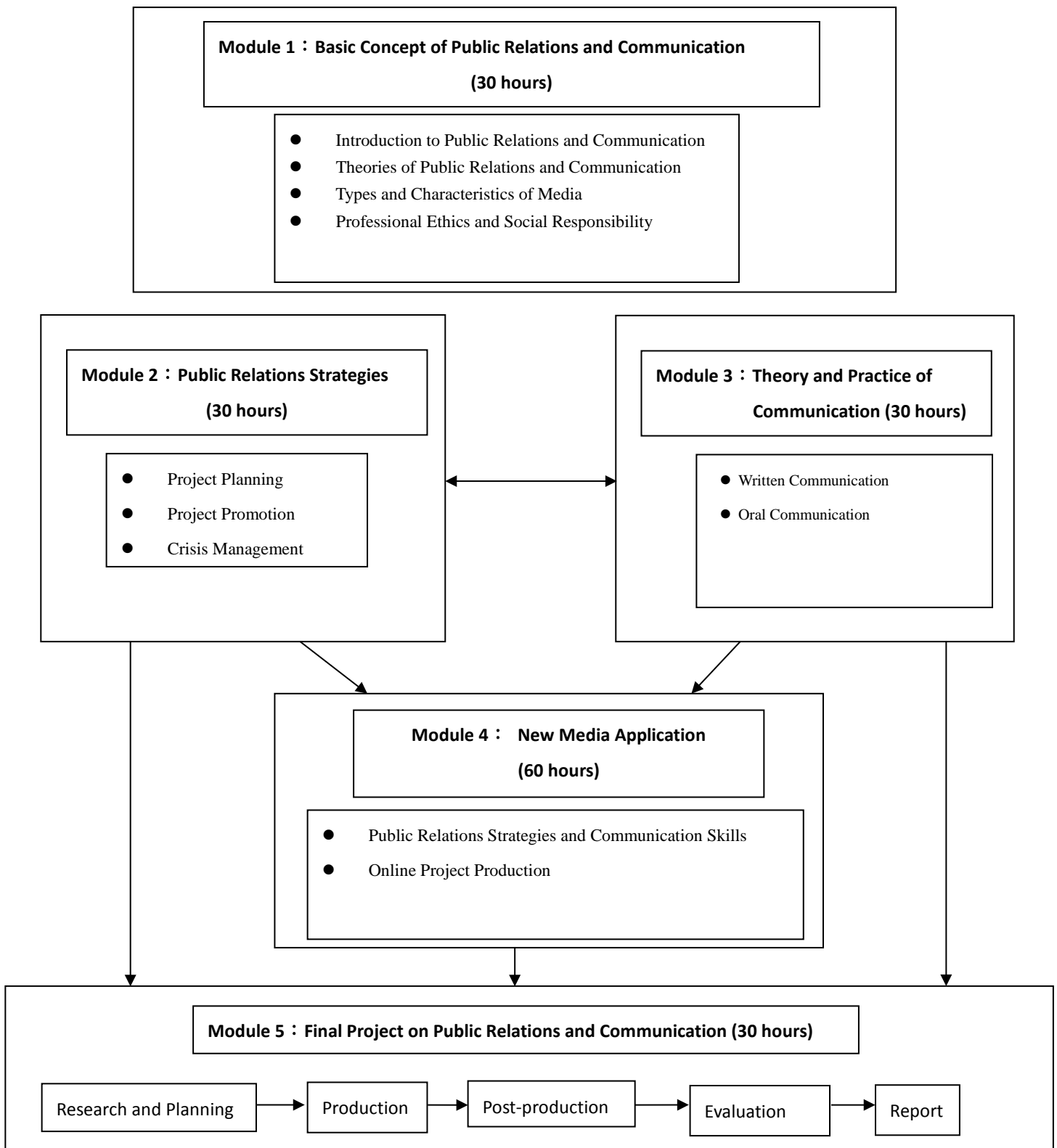


## Applied Learning (Senior Secondary Level)

### 2019-21 Cohort

Item	Description
1. Subject Title	Public Relations and Communication
2. Course Provider	Hong Kong College of Technology
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"> <li>(1) recognise basic concept of public relations and communication;</li> <li>(2) demonstrate understanding of the professional ethics of public relations and communication;</li> <li>(3) analyse and apply public relations strategies;</li> <li>(4) communicate with target audiences effectively by using written and oral communication skills;</li> <li>(5) develop interpersonal skills and team spirit through planning a project related to public relations and communication;</li> <li>(6) integrate the knowledge and skills in public relations and communication to produce an online project related to public relations and communication; and</li> <li>(7) develop self-understanding for further studies and career development in the related field.</li> </ol>

## 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.

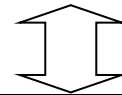
**Possible further study and career pathways**

**Further studies**

- e.g. journalism, corporate communications, public relations, business, marketing, human resources and language

**Career development**

- junior position (e.g. marketing assistant, event assistant, media production assistant and public relations clerk)
- senior position (e.g. marketing manager, event planner, media production manager, public relations manager, brand manager and communication trainer)



**Relations with core subjects and other elective subjects**

**Enhancing and enriching**, e.g.

- the subject enhances students' writing and speaking skills in **Chinese / English Language** through public relations writing and oral presentation

**Cross-fertilisation**, e.g.

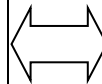
- students will learn how to use multi-media technologies and computer software to produce video projects which involve the application of theories and skills in **Information and Communication Technology, Design and Applied Technology, and Visual Arts**

**Expanding horizons**, e.g.

- public relations campaigns enable students taking **Humanities** and **Science** subjects to be exposed to different organisations and professions, which helps widen their horizons

**Consolidating and synergising students' studies**, e.g.

- in planning a cross-media project of public relations and communication, students integrate the knowledge and skills in this subject



**Cluster of professions/trades/industries related to the course**

**Communication**

- e.g. public relations, corporate communication, mass media, corporate media, media planning and marketing

**Media**

- e.g. traditional and new media

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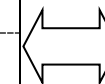
**Future global and local outlook**

- public relations market in the Mainland has been increased rapidly in recent years, which creates a huge demand for public relations professions both in Hong Kong and the Mainland.
- public relations research reflects the important role of public relations in public and private sectors in building up corporate image.
- Due to the popularity of new media and social media, both private and public sectors demand more public relations professions on new media.

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**Beginners' skills set to facilitate entry to further studies and/or work**

- comply with the code of conduct and responsibilities in public relations industry
- communicate with target group effectively through written and oral communication skills
- work with a team to produce public relations and communication related projects
- analyse and apply public relations strategies to produce public relations and communication related projects
- explore the aptitudes and abilities required in public relations and communication professions, and develop a roadmap for further studies and career development



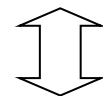
**Relations with other areas of studies/courses of Applied Learning**

**Creative Studies**

- using innovative communication skills in different public relations contexts helps promote the innovative ideas and products to target groups

**Business, Management and Law**

- understanding business operations helps provide appropriate public relations strategies and communication skills in different situations



**Foundation knowledge developed in junior secondary education and Secondary 4**

This subject is built upon the foundation knowledge students acquired, e.g.

- **Chinese Language Education** and **English Language Education** – written and oral communication skills
- **Technology Education** – application of new media and information technology
- **Liberal Studies** – develop multiple perspectives in different contexts
- **Arts Education** – aesthetic sense and creativity in art