

Applied Learning (Senior Secondary Level)

2019-21 Cohort

Learning and Teaching

Subject Title : **Public Relations and Communication**
Area of Studies : **Media and Communication**
Course Provider : **Hong Kong College of Technology**

In Public Relations and Communication, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in the field of public relations and communication.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. case studies and video appreciation to recognise communication aims under different situation, and using media to deliver message to target groups) and eye-opening opportunities to experience the complexity of the context (e.g. experience sharing by practitioners to understand the workplace requirements; through role play and group discussion to understand the crisis management in public relations (PR); through case analysis to identify the essential elements of success in PR).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. learn from outstanding public speakers to practise oral communication skills; hands-on exercises in writing different PR manuscript to understand PR writing requirements).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. discuss the interactive relationship between PR strategies and new media to help students explore innovative communication strategies; use computer software and new media platform to produce creative online PR projects). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. through projects, students integrate the knowledge and skills in this subject to plan online PR projects for the release on new media to help costumers/organisations deliver messages or build up image).

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Curriculum Pillars of Applied Learning in Context – Public Relations and Communication

Upon completion of the subject, students should be able to:

- recognise basic concept of public relations and communication;
- demonstrate understanding of the professional ethics of public relations and communication;
- analyse and apply public relations strategies;
- communicate with target audiences effectively by using written and oral communication skills;
- develop interpersonal skills and team spirit through planning a project related to public relations and communication;
- integrate the knowledge and skills in public relations and communication to produce an online project related to public relations and communication; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- understand the professional ethics and legal responsibility of public relations and communication;
- analyse public relations strategies and communication skills through case studies;
- apply professional written and oral communication skills to communicate with target audiences effectively; and
- integrate the theories and practical skills in public relations and communication to plan a public relations campaign by using different kinds of media.

2. Foundation Skills

- write and present the public relations reports to enhance written and oral communication skills;
- apply new media technology and computer software effectively to organise a public relations campaign and to enhance the skills in information technology; and
- apply statistical skills in analysing marketing research data to formulate public relations strategies.

3. Thinking Skills

- in response to the characteristics and the needs of target audiences, formulate public relations strategies and project promotion plans;
- analyse anticipated problems in a public relations campaign and provide corresponding contingency plans; and
- select appropriate media to address the changes in technology, culture and the behaviour and expectation of consumers, to deliver messages to target audiences.

4. People Skills

- set priorities, goals and work schedule to develop self-management skills through media production;
- apply appropriate communication strategies to communicate with target audiences and stakeholders effectively;
- during the production of public relations and communication projects, accept different views and new ideas, handle conflict of interest and cultural differences appropriately and provide constructive suggestions; and
- collaborate with group members in producing a short video of public relations and communication to develop interpersonal skills and team spirit.

5. Values and Attitudes

- comply with the code of conduct and responsibilities of public relations and communication;
- recognise the social values and the relationship between media and society to bring positive messages to society via media; and
- develop curiosity about different media and communication methods and actively explore and use new media to deliver messages.