

Applied Learning (Senior Secondary Level)

2020-22 Cohort

Learning and Teaching

Subject Title : PR and Multimedia Communication
Area of Studies : Media and Communication
Course Provider : Hong Kong College of Technology

In PR and Multimedia 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 (PR) 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 situations, and using multimedia to deliver message to target audience) and eye-opening opportunities to experience the complexity of the context (e.g. understand the workplace requirements through visits to PR companies/events/exhibitions or multimedia production companies and experience sharing by practitioners).

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 presentation skills; hands-on exercises in writing different PR manuscripts 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 multimedia to encourage students explore innovative communication strategies; use computer software and multimedia 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 public relations strategies and multimedia communication skills, apply online production skills to create online projects for release on multimedia to help customers / organisations deliver messages or build up image).

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Curriculum Pillars of Applied Learning in Context – PR and Multimedia Communication

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

- recognise basic concept of public relations and multimedia communication;
- demonstrate understanding of the professional ethics of public relations and multimedia communication;
- analyse and apply public relations strategies for branding and professional image building;
- communicate with target audience effectively by using written and oral communication skills;
- develop interpersonal skills and team spirit through project learning;
- integrate the knowledge and skills in public relations and multimedia communication to produce an online project; 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 the field of public relations and communication;
- analyse public relations strategies and multimedia communication skills through case studies;
- apply professional written and oral communication skills to communicate with target audience effectively; and
- integrate the theories and practical skills in public relations and multimedia communication to plan and organise 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 multimedia technology and computer software effectively in planning and organising a public relations campaign to enhance the skills in information technology; and
- effectively apply mathematical skills and organise data to make reasonable analysis.

3. Thinking Skills

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

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 audience and stakeholders effectively;
- during the project production of public relations and multimedia communication, 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 multimedia communication to develop interpersonal skills and team spirit.

5. Values and Attitudes

- comply with the code of conduct of the field 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 multimedia communication methods and actively explore and use new media to deliver messages.