

Applied Learning
2023-25 Cohort; 2025 HKDSE

Item	Description
1. Course Title	PR and Multimedia 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 course, students should be able to:</p> <ul style="list-style-type: none"> (1) recognise basic concept of public relations and multimedia communication; (2) demonstrate a basic understanding of the professional ethics of public relations and multimedia communication; (3) analyse and apply public relations strategies to build style and shape team image for brands; (4) communicate with target audiences effectively by using written and oral communication skills; (5) develop interpersonal skills and team spirit through planning a project; (6) integrate the knowledge and skills in public relations and multimedia communication to produce an online project; and (7) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

Theory**Module 1: Basic Concept of Public Relations (PR) and Communication (22 hours)**

- Understanding the industry
- Professional ethics and social responsibility
- Introduction to communication and usage of multimedia language

**Practices****Module 2: PR Strategies and Communication Skills (46 hours)**

- PR Strategies and case studies
- Traditional and multimedia communication skills
 - News release
 - Product promotion
 - Interview and response
 - Negative news clarification

**Module 3: Brand Building and Team Images (20 hours)**

- Brand building
 - Principles of brand building
 - Style of brand
 - Case studies
- Team images
 - Employee images and brand relationship
 - PR appearance and manners

**Module 4: Application of Multimedia in PR (56 hours)**

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|---|---|---|
| <ul style="list-style-type: none"> • Data collection and market analysis <ul style="list-style-type: none"> - Data collection method - Analysis and organisation - Audience preferences and content construction | <ul style="list-style-type: none"> • Project planning <ul style="list-style-type: none"> - Script conception and creation - Project promotion - Market trends and case studies | <ul style="list-style-type: none"> • Basic principles and techniques for image shooting and editing <ul style="list-style-type: none"> - Relationship of composition, perspective and message - Basic image editing |
|---|---|---|
- Production process
 - Static shooting, moving shooting, casting, editing, special effect

Module 5: Final Project on PR and Multimedia Communication (36 hours)

- Research and planning → Image and video production → Post-production → Release → Evaluation and Report

7. The Context

- The information on possible further 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.

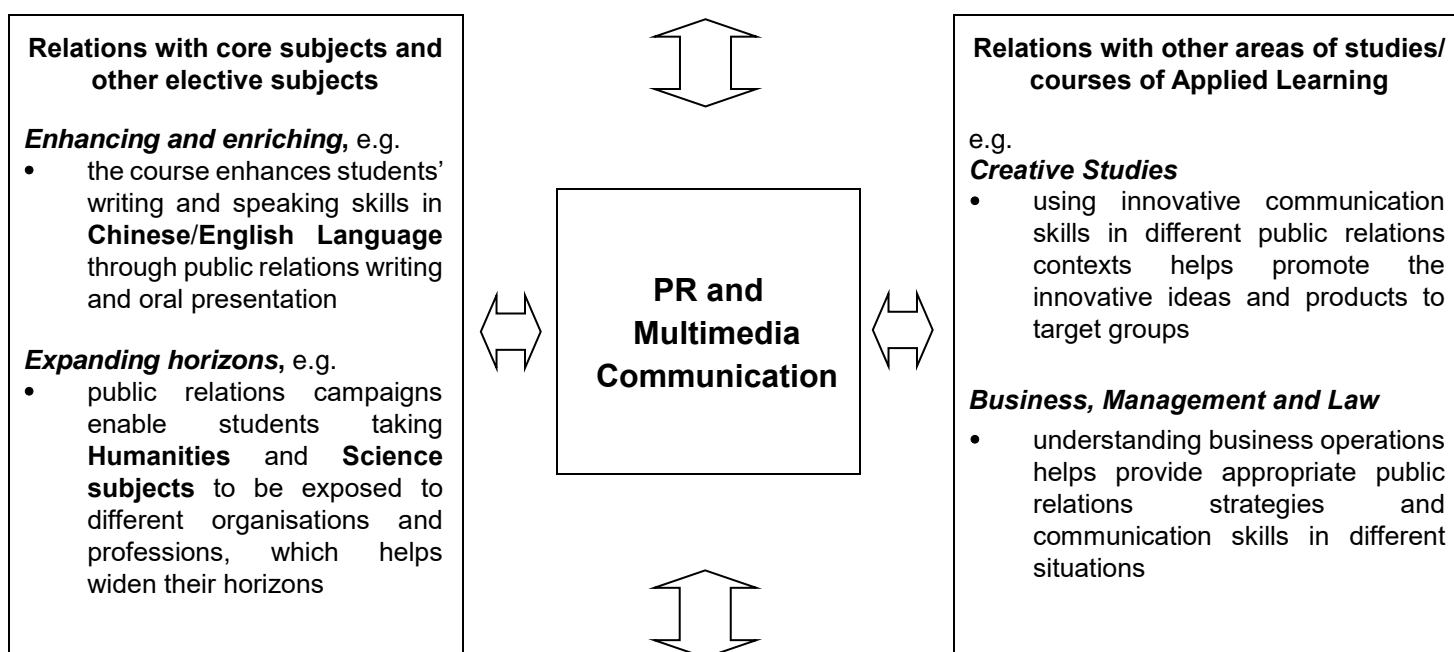
Possible further study and career pathways

Further studies

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

Career development

- e.g. marketing assistant, event assistant, media production assistant and public relations clerk



Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **Chinese Language Education** and **English Language Education** – written and oral communication skills
- **Technology Education** – application of new media and information technology
- **Personal, Social and Humanities Education** – multicultural background
- **Arts Education** – aesthetic sense and creativity in art

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Learning and Teaching

Course 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 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. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. 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 through planning projects).

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

Through the specific contexts related to the course, 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 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 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.