

Course List for Cross-Institutional Course Enrolment Scheme (2nd Semester, 2024-2025)

Institution: City University of Hong Kong

| | | | [Note 1] | [Note 2] | | [Note 3] | [Note 4] | | |
|--|---|--------------|--------------|---|--|---------------------|------------------------------|--|---|
| <i>Subject Code</i> | <i>Subject Title</i> | <i>Units</i> | <i>Level</i> | <i>Keyword Syllabus or Brief Subject Description</i> | <i>Prerequisites / Pre-cursors (if any)</i> | <i>Result Grade</i> | <i>Medium of Instruction</i> | <i>Application Deadline (yyyy/mm/dd)</i> | <i>Remarks, if any (e.g. quota for visiting students)</i> |
| Department of Media and Communication | | | | | | | | | |
| COM8001 | Social Science Theories in Communication | 3 | R | http://www.cityu.edu.hk/pg/current/course/COM8001.htm | Nil | A+ - F | E | 2024/12/23 | |
| COM8007 | Multivariate Analysis in Communication Research | 3 | R | http://www.cityu.edu.hk/pg/current/course/COM8007.htm | Prerequisites: familiarity with multiple regression and exploratory factor analysis. | A+ - F | E | 2024/12/23 | |
| COM5102 | Global Media in the Digital Era | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5102.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5105 | Media Economics and Management | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5105.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5106 | Integrated Marketing Communication | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5106.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5108 | Psychological Processing of New Media | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5108.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |

| | | | [Note 1] | [Note 2] | | [Note 3] | [Note 4] | | |
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| Department of Media and Communication | | | | | | | | | |
| COM5110 | Public Communication Campaign Management | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5110.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5403 | Crisis Communication and Management | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5403.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5502 | Multimedia Communication | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5502.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5504 | Advanced Multimedia Communication | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5504.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5506 | Social Network Analysis for Communication | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5506.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |
| COM5508 | Media Data Analytics | 3 | PG | http://www.cityu.edu.hk/pg/current/course/COM5508.htm | Nil | A+ - F | E | 2024/12/23 | To be approved by program leader on a case by case basis. |

[Note 1] Please indicate subject level by UG or PG (UG = advanced undergraduate level, PG = postgraduate level and R=Research level).

[Note 2] Please provide information either in text or in hyperlink.

[Note 3] Please indicate result grade by P/F, S/U, A+-F, etc. (P/F = pass or fail; S/U = satisfactory or unsatisfactory; A+-F = fine grades from A+ to F, etc.).

[Note 4] Please indicate medium of instruction by E, C or P (E = English; C = Cantonese and P = Putonghua).