

COURSE DETAILS

15206 Creative Content

(6 credits)

Course Learning Outcomes

1. To demonstrate knowledge of concepts of creative content creation for communication.
2. To demonstrate an understanding of aesthetics and conveying messages through a variety of types of content.
3. To demonstrate knowledge in using technology in content creation for communication.
4. To carry out skills of creative thinking, planning, and producing content for communication.

Course Description

The course introduces aesthetic concepts (e.g., text, color, images, moving images and sound) to convey messages through a variety of media. Students learn creative thinking processes, planning and producing creative content, including story telling via text, picture, infographic, and live streaming. Other emphases include technology use in applications for content creation, case studies, and media construction.

15335 Communication Research and Data Management in Digital Era

(6 credits)

Course Learning Outcomes

1. To demonstrate knowledge of concepts, methodologies of research including statistical principles for communication studies.
2. To gain knowledge of information seeking, big data analysis and synthesis.
3. To acquire knowledge of conducting a research project and managing data related to communication studies.

Course Description

This course offers students key concepts, methodology, and skills for conducting research on communication. The principles of statistics, information seeking, data analysis and big data management are provided to enhance research skills and applications for communication studies.

16353 Marketing Communication in Digital Era

(6 credits)

Course Learning Outcomes

1. To acquire knowledge of concepts of marketing and marketing communication in the digital era.
2. To understand the concepts of consumer behavior in the digital era.
3. To understand how to use marketing communication tools in the digital era.
4. To understand and be aware of ethics and consumer protection concepts in the digital era.
5. To develop an integrated strategic marketing communication plan in the digital era.

Course Description

This course covers principles of marketing communication related to business and society (e.g., social marketing). The topics include marketing analysis, target customers, psychological factors that affect consumer behavior, marketing communication research, brand communication, brand image, strategies, and tools for marketing communication (e.g., advertising, public relations, and sales promotion). Students also learn how to develop an integrated strategic marketing communication plan, concepts of event marketing, ethics and consumer protection, and technology for marketing communication.

16426 Brand Communication**(6 credits)*****Course Learning Outcomes***

1. To demonstrate knowledge of the principle of communication in the digital domain.
2. To acquire knowledge to produce a sustainable brand.
3. To apply branding knowledge to build a brand for a person, corporation, product, and service.

Course Description

This course focuses on branding concepts. The topics include branding, data analysis for rebranding, building brand image, brand identity, brand experience, brand value, brand touchpoints, and how to use influencers to build the brand. Other emphases include how to apply branding for sustaining a brand.

16455 Creative Content and Streaming**(6 credits)*****Course Learning Outcomes***

1. To demonstrate skills of analysis of data and factors related to creating creative content and streaming.
2. To demonstrate knowledge of conveying ideas to produce creative content and streaming.
3. To develop expertise to create content via various communication platforms in the digital domain.
4. To carry out the skills to build communication campaigns in the digital era.

Course Description

This course covers concepts of conveying ideas to create creative content. The topics include consumer behavior analysis to apply for content production and presentation (e.g., storytelling, viral videos, and short films). Other emphases include advanced technology use for new career opportunities and live streaming. Students also learn and practice how to create content and streaming via various communication platforms, including build a communication campaign.

Last update: 18-July-2023