



Bachelor of Arts (Honours) in  
Public Relations and  
International Events Management  
公共關係及國際項目管理  
(榮譽)文學士

YEAR **3** ENTRY  
SELF-FINANCED MH125108

## PROGRAMME HIGHLIGHTS

- The only degree programme specialising in both public relations and international events management in Hong Kong
- Offers a unique programme tailored to the development of public relations specialists with a solid foundation in public relations, marketing, management and international events management
- Equips graduates with industry experience through internship, industry projects and international study
- 90% of graduates are employed or pursuing further education six months after graduation (AY2019/2020)
- Students are required to complete 90-120 hours of Work-integrated Learning which provides powerful learning experiences in the fields of public relations, corporate communications, event management, and digital marketing

### Programme Overview

The programme aims to enable students to develop into public relations specialists with a solid foundation in public relations abilities, supplemented by competence in marketing, international events management and management skills, to serve the workforce needs of the local and regional public relations industry.

### Career Prospects

Graduates can pursue their careers in public relations, advertising, corporate communications, marketing, events management for profit and non-profit organisations.

### Professional Recognition

Hong Kong Public Relations Professionals' Association Limited (PRPA), Hong Kong Institute of Marketing (HKIM), The Hong Kong Advertisers Association (HK2A) and Hong Kong Association of Interactive Marketing (HKAIM) accept our students as student members. The programme is a member of the Hong Kong Public Relations Professionals' Association Limited (PRPA) and Hong Kong Exhibition & Convention Industry Association (HKECIA).



### Industry Endorsement

"I look forward to seeing work-ready graduates from this unique programme covering both public relations and management topics committed to the public relations industry."

#### Ruby WAN

Founder and Director  
Wasabi Creation PR consultancy



### Industry Endorsement

"At HKAIM, we strive to enable the continuity of professional development in the industry. We are pleased to collaborate with THEi to equip young talents with the latest digital and interactive marketing applications. I have no doubt that the graduates will be well-received by the industry."

#### Ralph SZETO

Chairman  
Hong Kong Association of Interactive Marketing



### Graduate Endorsement

"Nominated as the student representatives for "On-call 25", a mentorship programme by HK Public Relations Professional Association, we were not only able to strengthen the individual adaptability in this field, but also enrich with the knowledge about Public Relations practice instructed by the industry experts and broaden our horizon in this professional field.

The mentorship programme always invites industry experts to share the latest trend and their valuable experiences with us during discipline-specific seminars and workshops. For example, they introduced the digital and technological trends integration in Public Relations and International Events Management developed in the new-normal era. By participating in this programme, we have discovered our passion in this industry and grown to become a work-ready graduand with relevant knowledge."

#### Kiki LEUNG, Faith TANG

2021 Graduates

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society
- General Education Elective 1

#### Industry / Profession Specific Module

- Public Relations Theory & Practice
- Business Management Fundamentals
- Digital Storytelling for Public Relations
- Consumer Behaviour & Communication
- Negotiation & Lobbying
- Public Speaking
- Programme Elective 1

### YEAR 2

#### General Education Module

- Entrepreneurial Mindset
- Technology, Society & Work
- General Education Elective 2
- General Education Elective 3

#### Industry / Profession Specific Module

- Services Marketing
- Organisation Behaviour & Communication
- Events Planning & Management
- Marketing Research for Communication Professionals
- Business Ethics & Law
- Brand Management
- Programme Elective 2

### YEAR 3

#### General Education Module

- English for Academic Studies 2
- Chinese 2

#### Industry / Profession Specific Module

- Writing for Public Relations
- Social Media Advertising
- MICE Business & Operations Management
- Customer Relationship Management
- Integrated Marketing Communication
- Crisis Management
- Sports Media, Communication & Public Relations
- Marketing Management
- Programme Elective 3
- Work-integrated Learning

### YEAR 4

#### General Education Module

- English for Professional Purposes
- General Education Elective 4

#### Industry / Profession Specific Module

- Career Development Project
- Strategic Communication Theory & Practice
- Reputation Management
- Public Relations & Media Campaign Planning Management
- Contemporary Issues in Public Relations & International Events Management
- Exhibition & Convention Production Events Management
- International Events Impacts & Sustainable Development
- Social Marketing & Public Opinion Management
- Programme Elective 4

## PROGRAMME ELECTIVES\*

### Public Relations Electives

- Financial Public Relations & Marketing
- Discourse Analysis for Public Relations
- Food Photography & Communication
- Translation for Public Relations
- Public Relations Photography & Digital Communication

### Events Management Electives

- Catering Events Management
- Tourism Studies
- Global Hospitality Issues

### Languages Electives

- Spanish for Professional Purposes (Oral Communication)
- Spanish for Professional Purposes (Written Communication)
- Japanese for Professional Purposes (Oral Communication)
- Japanese for Professional Purposes (Written Communication)

### Management and Marketing Electives

- Accounting for Management
- Departmental Budgeting & Control
- Digital Marketing
- Entrepreneurship
- International Business Environment
- Media Morality
- Staff Training & Development
- Strategic Management

\* Additional modules will be offered and modules offerings are subject to changes. Students may be required to attend additional training and industrial attachments, for which separate fees will be charged. Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.