



programme Specification 課程規範

| | |
|--|--------------------------------------|
| Awarding Body/Institution 頒授機構 | Macao Polytechnic Institute |
| Teaching Unit 教學單位 | Macao Polytechnic Institute |
| Endorsement in the Official Gazette 政府公報批示 | 128/2010 |
| Name of Final Award and programme Title 最終學位及課程名稱 | Bachelor of Arts in Public Relations |
| Name of Interim Award(s) 過渡學位名稱 | n/a |
| Duration of Study/Period of Registration 學習期限/註冊期限 | 4 years |
| MPI programme Code 理工課程編號 | 4LPRNI |
| FHEQ Level of Award FHEQ 學歷水準 | 6 |
| programme Accredited by 專業認可機構 | |
| Responsible School 負責學校 | School of Business |

Schools which will also be involved in teaching part of the programme 課程教學涉及的其他學校

School of Languages and Translation, MPI Bell Centre of English

Institution(s) other than Macao Polytechnic that will provide some teaching for the programme

為課程提供教學除理工以外的其他機構

NA

programme Outline 課程簡介

The Bachelor of Arts in Public Relations is a 140-credit programme. It is a 4-year full-time English programme, modular in structure made up of 2 semesters per year. To achieve the programme objectives, in addition to possessing the skills and knowledge expected to be possessed by public relations professionals within inter-disciplinary environments, students should also have a breadth of knowledge about the social environment, particularly those issues that have an impact on the entities that they work with. Thus, the programme design is structured around three inter-related areas of studies, each supporting the others:

- (1) General Study;
- (2) Business Foundation;
- (3) Public Relations.

Successful learning of the Public Relations discipline requires students to be aware of and be exposed to issues confronting the social and corporate environment. Because of the importance of language proficiency English language subjects, being core subjects of the General Study area, are required compulsory in the programme.

All students entering the first year of the programme are required to study a majority of their subjects in the area of General Study knowledge and a few subjects on Business Foundation knowledge.

In the second year of study, students will continue to learn more of the Business Foundation subjects to understand the functioning of a business enterprise. Since students are by then equipped with some basic understanding of business and its operations, they will begin to learn more in-depth the public relations skills required to solve business problems.

The third year of study will pre-occupy students mostly with building up their expertise by studying public relations knowledge and skills in more diverse areas.

In the final year, the fourth year, of the programme, students will also need to study more specialised subjects designed to meet the knowledge requirements expected of senior corporate officers and professionals.

Students are required to apply their knowledge and skills acquired in previous courses to accomplish a project by pursuing an in-depth and hands-on study in a selected topic in public relations applications. They are also required to submit a report upon completing their project. All the subjects in the terminal year are expected to prepare and to equip students with skills and knowledge to take the challenge of being senior corporate officers or professionals. This is in-line with the Institute's mission in nurturing talent and providing quality higher education in the sciences and professions.

Courses include principles of public relations, research, case studies and campaigns, writing and internships to better prepare students for careers in public relations or related fields, in order to become effective public relations professionals in interdisciplinary and diverse professional contexts. Each course carries 3 credits, except Graduation Report I and Graduation Report II.

Objectives of the programme 課程目標

Since the liberalisation of the gaming industry in 2002, there has been a substantial growth in Macao's economy, which attracts a number of local and foreign investors to establish their companies in Macao. In order to attain a competitive advantage over their rivals, many companies pursue various public relations strategies to differentiate their products and services. Thus the demand for public relations professionals is soaring year after year with higher educational institutes in Macao failing to meet the needs in the public relations industry due to insufficient academic programmes that focus both on theory and practice.

This Degree programme is designed to better prepare students for careers in public relations or related fields, and become effective public relations professionals in interdisciplinary and diverse professional contexts. In addition, it helps students acquire basic skills specific to contemporary public relations professionals as well as practical knowledge in the public relations industry. Emphasis is placed on four major areas of the profession -- relationship building, creative thinking, strategic communications, and business management skills.

What Will You be Expected to Achieve 期望達到的成效

1. Articulate knowledge, ideas and opinions about the historical and theoretical contexts important to PR practices and apply the core theories, concepts, values and principles to many different contexts.
2. Locate, identify, collate, analyse, evaluate, interpret and present information and numerical data.
3. Apply appropriate problem solving processes, arguments, critical and creative thinking to identify and resolve problems in new situations.
4. Apply appropriate technology and tools to the creation and dissemination of messages.
5. Demonstrate self-awareness and the ability to take responsibility for their own learning and improve self-management in terms of time, planning, behaviour and motivation.
6. Use the Research, Planning, Implementation, and Evaluation strategy to conduct communication and Public Relations research and to solve public relations challenges.
7. Work in a team, demonstrate leadership and respect the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable encountered problems in the field.
8. Identify the economic, social, technological, political, legal and ethical factors that affect PR and business decision-making.
9. Apply ethical values and principles of social responsibility that guide public relations practices and professional standards while generating projects in the field of Public Relations.
10. Apply legal concepts specific to Public Relations issues to situations potentially arising in their professional practices.
11. Construct effective communication and relationships with their audiences in workplace and daily lives, and prepare public relations communication messages in the appropriate style
12. Analyse how business, politics, government and society interact with each other in Macao and in the global environment.

Academic Content 學術內容

| | |
|----|--|
| A1 | Developing, implementing and evaluating effective communication campaigns in an environment of dynamic change and globalisation |
| A2 | Effective public relations professionals in interdisciplinary and diverse professional contexts |
| A3 | Essential attributes specific to contemporary public relations professionals as well as practical knowledge in the public relations profession in order to improve communication with stakeholders |

Disciplinary Skills- able to 學科技能

| | |
|----|---|
| B1 | Apply appropriate technology and tools to the creation and dissemination of messages |
| B2 | Apply appropriate problem solving processes, arguments, critical and creative thinking to identify and resolve problems in new situations |
| B3 | Use the Research, Planning, Implementation, and Evaluation strategy to conduct communication and Public Relations research and to solve public relations challenges |

Attributes 特徵

| | |
|----|--|
| C1 | Articulate knowledge, ideas and opinions about the historical and theoretical contexts important to PR practices and apply the core theories, concepts, values and principles to many different contexts |
|----|--|

| | |
|----|---|
| C2 | Work in a team, demonstrate leadership and respect the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable encountered problems in the field |
| C3 | Apply ethical values and principles of social responsibility that guide public relations practices and professional standards while generating projects in the field of Public Relations |

How Will You learn? 如何學習

Depending on the purpose of each course's intended learning outcomes, the teaching methodology employed varies. They can be classified into a mix of the following teaching activities:

- Lecture
- Tutorial
- Assignment
- Group project
- In-class Q&A discussion and quiz
- Laboratory exercise and coaching

One-way communication which mainly employs lectures, tutorials and illustrations is considered to be effective for theories, concepts, and new knowledge related courses. Two-way or interactive communication is used in tutorial discussions. In-class Q&A discussion and quiz, laboratory exercise and coaching are used to build up logical thought and then analytical work. These teaching methods are and will be used throughout the programme structure as the instructors see fit in delivering expected outcomes of the programme.

How Will You Be Assessed? 如何評核

To ensure effective learning of course materials, students of the B.A. in Public Relations programme are assessed, in general, on an ongoing basis as they are learning, and will be examined comprehensively at the end of each course. Basically, the assessing methodology includes term tests (written or laboratorial), assignments and projects, and final examination (written or laboratorial), depending on individual course requirements. Assessments are designed in accordance with the programme goals to achieve certain desirable outcomes as a result of training under the programme. This includes course knowledge, logical thinking and analysis ability, ethics and social obligation, business knowledge, team building knowledge and skills, language and communication skills, contemporary Public Relations knowledge and application skills expected to be possessed by the Public Relations profession.

Academic Year of Study 1 第1學年

| Course Title 科目名稱 | Course Code 科目編號 | Credits 學分 | Course Selection Status 選科種類 | Academic Year of Study 學習之學年 | Semester 學期 |
|--|---------------------|---------------|------------------------------------|------------------------------------|----------------|
| Complete 1 subject from the elective subjects | see below | 3 | elective | 1 | |
| Principles of Accounting I | ACCT1100 | 3 | compulsory | 1 | |
| Introduction to Business | BUSS1100 | 3 | compulsory | 1 | |
| Business Ethics | BUSS1120 | 3 | compulsory | 1 | |
| Business Software and Internet Applications | COMP1115 | 3 | compulsory | 1 | |
| Economics | ECON1115 | 3 | compulsory | 1 | |
| English I | ENGL1101 | 3 | compulsory | 1 | |
| English II | ENGL1102 | 3 | compulsory | 1 | |
| Principles of Public Relations | RPUR1120 | 3 | compulsory | 1 | |
| Introduction to Sociology | SOCI1130 | 3 | compulsory | 1 | |
| Putonghua I * | MAND1101 | 3 | compulsory | 1 | |
| Putonghua II * | MAND1102 | 3 | compulsory | 1 | |
| French I * | FREN1101 | 3 | compulsory | 1 | |
| French II * | FREN1102 | 3 | compulsory | 1 | |
| Japanese I * | JAPN1101 | 3 | compulsory | 1 | |
| Japanese II * | JAPN1102 | 3 | compulsory | 1 | |
| Portuguese I * | PORT1101 | 3 | compulsory | 1 | |
| Portuguese II * | PORT1102 | 3 | compulsory | 1 | |

*Students are required to attend Level I and II of the same language subject.

Putonghua I / Portuguese I / French I / Japanese I (Select one language subject)

Putonghua II / Portuguese II / French II / Japanese II (Select one language subject)

Academic Year of Study 2 第2學年

| Course Title 科目名稱 | Course Code 科目編號 | Credits 學分 | Course Selection Status 選科種類 | Academic Year of Study 學習之學年 | Semester 學期 |
|---|---------------------|---------------|------------------------------------|------------------------------------|----------------|
| Complete 2 subjects from the elective subjects | see below | 6 | elective | 2 | |
| Principles of Management | BUSS1110 | 3 | compulsory | 2 | |
| English III | ENGL2101 | 3 | compulsory | 2 | |
| English IV | ENGL2102 | 3 | compulsory | 2 | |
| Business Finance | FINA2120 | 3 | compulsory | 2 | |
| Business Mathematics and Statistics | MATH2115 | 3 | compulsory | 2 | |
| Principles of Marketing | MRKT2100 | 3 | compulsory | 2 | |

| | | | | | |
|--|----------|---|------------|---|--|
| Consumer Behaviour | MRKT2120 | 3 | compulsory | 2 | |
| Public Relations Communication Skills I | RPUR2100 | 3 | compulsory | 2 | |
| Public Relations Communication Skills II | RPUR2110 | 3 | compulsory | 2 | |
| Media, Technology and Society | RPUR2120 | 3 | compulsory | 2 | |

Academic Year of Study 3 第3 學年

| Course Title 科目名稱 | Course Code 科目編號 | Credits 學分 | Course Selection Status 選科種類 | Academic Year of Study 學習之學年 | Semester 學期 |
|--|---------------------|---------------|---------------------------------|---------------------------------|----------------|
| Complete 3 subjects from the elective subjects | see below | 9 | elective | 3 | |
| Public Relations Law | LLAW3120 | 3 | compulsory | 3 | |
| Direct Marketing | MRKT3130 | 3 | compulsory | 3 | |
| Advertising and Promotion | MRKT3140 | 3 | compulsory | 3 | |
| Public Relations and Marketing Research | RPUR3120 | 3 | compulsory | 3 | |
| Public Relations in The Digital Environment | RPUR3130 | 3 | compulsory | 3 | |
| Media Planning | RPUR3140 | 3 | compulsory | 3 | |
| Public Relations and Communication Theory | RPUR3150 | 3 | compulsory | 3 | |
| Strategic Public Relations Management | RPUR3160 | 3 | compulsory | 3 | |
| Public Relations in The Global Environment | RPUR3170 | 3 | compulsory | 3 | |

Academic Year of Study 4 第4學年

| Course Title 科目名稱 | Course Code 科目編號 | Credits 學分 | Course Selection Status 選科種類 | Academic Year of Study 學習之學年 | Semester 學期 |
|---|---------------------|---------------|---------------------------------|---------------------------------|----------------|
| Complete 2 subjects from the elective subjects | see below | 6 | elective | 4 | |
| Graduation Report I | MGPO4100 | 4 | compulsory | 4 | |
| Graduation Report II | MGPO4110 | 4 | compulsory | 4 | |
| Internship | MGPO4120 | 3 | compulsory | 4 | |
| International Marketing Management | MRKT4130 | 3 | compulsory | 4 | |
| Function and Event Management in Public Relations | RPUR4120 | 3 | compulsory | 4 | |
| Public Relations Cases and Campaigns | RPUR4130 | 3 | compulsory | 4 | |
| Crisis Management in The Global Environment | RPUR4140 | 3 | compulsory | 4 | |
| Tourism Management and Policy | TOUR4120 | 3 | compulsory | 4 | |

Elective Subjects

| Course Title 科目名稱 | Course Code 科目編號 | Credits 學分 | Course Selection Status 選科種類 | Academic Year of Study 學習之學年 | Semester 學期 |
|---------------------------------|---------------------|---------------|---------------------------------|---------------------------------|----------------|
| Principles of Accounting II | ACCT1110 | 3 | | | |
| Environmental Management System | BUSS0131 | 3 | | | |
| Business Communication | COMM3120 | 3 | | | |

| | | | | | |
|---|----------|---|--|--|--|
| Discourse in Professional Contexts | ENGL0141 | 3 | | | |
| Discourse Analysis | ENGL0142 | 3 | | | |
| English V | ENGL3101 | 3 | | | |
| English VI | ENGL3102 | 3 | | | |
| English Via | ENGL4101 | 3 | | | |
| English Veii | ENGL4102 | 3 | | | |
| Human Resources Management | HHRM2120 | 3 | | | |
| Macao History and Culture | HIST0110 | 3 | | | |
| Macao Basic Law | LLAW0120 | 3 | | | |
| Business Law | LLAW2120 | 3 | | | |
| Introduction to International Relations | MGOV0110 | 3 | | | |
| Management Information Systems | MMIS0140 | 3 | | | |
| Customer Relationship Management | MRKT3170 | 3 | | | |
| Introduction to Psychology | PSYC0110 | 3 | | | |
| Interpersonal Skills | SOCI0110 | 3 | | | |

What Are the Entry Requirements? 入學條件

1. Secondary School Graduates(Form 6), or According to article 28 of the Higher Education Law of RAEM, article nº9, applicants of age 25 or above and with special ability conditions, need not comply with the above mentioned point 1. Upon successful completion of the entrance examination, the applicant will be eligible to further his/her studies in a higher diploma programme offered by MPI. All those who complete 25 years of age before September 1st will also be eligible to participate in the entrance examination.

(Note: According to article 4 of Decree-Law 26/2003, the participants who have completed their secondary studies out of Macao, need the recognition of MPI's Academic Qualification Recognition Committee before they are eligible to register.)

2. Have passed the medical examination.

How Do We Listen and Act on Your Feedback? 如何聽取及回應學生的回饋

(1) A student tutoring system is set up to listen and help students for students of each school year; (2) Weekly office hours are available for consultation and advice; (3) School level and programme level dialogs are/and will be held each semester. Information and opinions from these sources will be channelled back to the School Director and/or Coordinator for meetings to discuss possible solutions and improvements.

Academic Support 教學支援

Other than soliciting student feedback as described above, tutoring and office hours are also used to coach for their academic difficulties. In addition, there are many other student supports: English writing clinics on a weekly basis; Scholarship opportunities; coaching and training for competition at school and national levels; new student orientation meeting with handbook and handouts; e-learning platform for communication between teachers and students online; access to e-journal and periodical subscriptions; Wi-Fi campus and computer labs, etc.

programme-specific Rules and Facts 課程特定的規則及內容

NA

Specific Support for Disabled Students 對於殘障學生的特殊支援

Macao Polytechnic Institute has in place an institution-wide policy to ensure that all student needs are taken care of and a supportive and accessible learning environment is maintained. When cases of special needs are notified or identified, special arrangements are made on a case-by-case basis with the joint effort of the programme and several student support services of the Institute, such as the Registry, the Student Affairs Office, the Computer Services Centre, etc. to provide the necessary support.

Links With Employers, Internship Opportunities and Transferable Skills 與僱主關係、實習機會及可轉移技能

Each semester, the school of business has arranged various types of extra-curricular activities to invite professional bodies, professionals and senior level business executives to share their experience to attending students. At the end of each school year, the school has hosted meeting with its industrial advisory board to discuss and solicit needs of the businesses, and training opportunities.