

The life so short, the craft so long to learn.

- Hippocrates



PRAD 3056

Campaign Planning and Management

2nd Semester 2018-2019

Course Instructor: Dr Vivienne Leung

This course examines the steps in researching, planning, managing, implementing, and evaluating strategic communication campaigns and programmes. Students will analyse organisations and design appropriate campaigns and programmes for selected clients and sponsoring organisations. On top of practical application, students will also integrate public relations, advertising, and management techniques in developing their ideas and creativity.

Appreciate Traditions – Before It's Too Late

Hong Kong is losing taste for traditional arts as the city embraces new businesses and technologies. In view of this, students will develop public relations and advertising campaigns for Eldage, a social enterprise that provides an online platform to promote local tradition and culture. By interviewing local craftspersons and curating their stories through videos, students will co-create communities with social engagement and mutual respect, and hopefully revitalise traditional handicrafts that are fading into oblivion.