



# **A Brief Introduction MAIMC Program**

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# Brief Overview



- MAIMC is a relatively new programme, started in 2009; but has become a very popular programme.
- All full-time and part-time students enrolled in the programme, so far, have completed the course requirements; and thus, have been and will be awarded with MA degrees.



# The students graduated from this program have landed such jobs as:

1 Marketing Directors

2 Public Relations Officers

3 Corporate Communication Specialists

4 Crisis Communication Managers

5 Government/Public Affairs Officers

6 New Media Strategists

7 Advertising Designers & Account Managers

# Career Destinations



Career destinations include advertising, public relations, marketing firms/agencies, in-house PR/advertising/marketing (corporations, nonprofit organizations, and government agencies), the media/communication technology industries, etc.

Some stay and work in Hong Kong; others land jobs in big cities of Shanghai, Beijing, etc.

Most local students get promoted; and some take a different career paths.

# Curriculum:

## 7 Required Core Courses

- 1 COM5104-Research Methods for Communication and New Media
- 2 COM5106-Integrated Marketing Communication
- 3 COM5401-Advertising Production and Management
- 4 COM5402-Public Relations Strategies
- 5 COM5403-Crisis Communication and Management
- 6 COM5405-Consumer Behavior Insight
- 7 COM5111-Fundamentals of Marketing Communication

21 Credit Units

# Electives (three courses - 9 credits)

1. COM5102-Global Communication
2. COM5108-Psychological Processing of New Media
3. COM5110-Public Communication Campaign Management
4. COM5404-Stakeholders Relationship Management
5. COM5406-Strategic Retail Communication Management
6. COM5407-Financial Communication and Promotion
7. COM5408-Global Promotion and Branding
8. COM5502-Multimedia Communication
9. COM5503-Communication Database
10. COM5505-Digital Media for E-marketing
11. COM5602-Directed Studies
12. COM5603-Dissertation
13. COM5604-Professional Internship

# MAIMC Progress Chart/Study Schedule

## Cohort 2013-14

### ❖ Students in the Full-time Study Mode:

- Semester A, 2013-14
  - Four Required Core Courses:  
COM5104, COM5106, COM5401, COM5402
  - Select One out of the Two Electives:  
COM5407 or COM5408
- Semester B, 2013-14
  - Three Required Core Courses:  
COM5111, COM5403, COM5405
  - Two Elective Courses (course titles to be announced)
- Summer (Optional)
  - One Elective, most likely COM5604 (pending the availability of resources)

# MAIMC Progress Chart/Study Schedule

## Cohort 2013-14

### ❖ Students in the Part-time Study Mode:

- Year One - Semester A, 2013-14
  - One Required Core Course:  
COM5402
  - One or Two Electives:  
COM5407 and/or COM5408
- Year One - Semester B, 2013-14
  - Two Required Core Courses:  
COM5106, COM5405
  - One Elective Course (for those who took ONLY one elective course in Sem. A)



# MAIMC Progress Chart/Study Schedule

## Cohort 2013-14

### ❖ Students in the Part-time Study Mode:

- Year Two - Semester A, 2014-15
  - Two Required Core Courses:  
COM5104, COM5401
  - One Elective (course title to be announced)
- Year Two - Semester B, 2014-15
  - Two Required Core Courses:  
COM5111, COM5403
  - One Elective (required for those who did not take an elective course in Sem. A)



- ❖ 1. To complete this programme, each student is required to take and pass **SEVEN** core courses and **THREE** elective courses (altogether 30 credits).
- ❖ 2. Students are encouraged to take courses offered in regular Semesters A & B.
- ❖ 3. Students are asked to follow the “Study Schedule” strictly in order to graduate in time.
- ❖ 4. Course offering in summer is optional, pending the availability of resources. One elective course (most likely COM5604 – Professional Internship) may be offered to those who choose to use this course as one of the electives required. Students may contact the department internship coordinator, Dr. Chris Shen for detailed information.



❖ To enrich your experiences while studying in this programme, extra-curriculum activities will be planned and executed:

- field trips
- mid-semester party (when and where students showcase their talents in singing, dancing, drama, fashion show-catwalk, etc.)
- study tour(s) to US (attending an academic conference there and the largest annual trade show) or European countries
- photos taken during the study tour to US in the Spring, 2013
- PR Lab



# Program Website

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- ❖ <http://www.cityu.edu.hk/com>
  - ❖ Programmes
  - ❖ Master of Arts Programmes
  - ❖ Master of Arts in Integrated Marketing Communication
  - ❖ Programme Web



We Welcome to MAIIMC!

