

**City University of Hong Kong**

**Information on a Course  
offered by Department of Public Policy  
with effect from Semester A 2013/14**

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**Part I**

Course Title:	Housing Management, Local Politics and Public Relations
Course Code:	POL6805
Course Duration:	One Semester
No. of Credit Units:	3
Level:	6
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

**Part II**

**1. Course Aims:**

This course aims to equip students with a good understanding of the government and politics of Hong Kong and to enhance their knowledge about the important roles played by public relations, public opinion and the media in local politics within the context of housing management. The course also aims to put emphasis on the study of real life cases in local politics and public relations that have had significant impacts on housing management in Hong Kong and offers to invite experts and practitioners in these fields to share their knowledge, skills and experience with students in guest lectures whenever appropriate.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1	summarise new and emerging principles/theories of public relations and political processes in connection with public opinion on local politics	
2.	critically evaluate best political public relations practices in housing management	
3.	devising new practices in housing management connecting to local politics and public relations	

## 3. Teaching and learning Activities (TLAs)

*(designed to facilitate students' achievement of the CILOs)*

Students are required to conduct in-depth real life case studies for project presentations on local politics and public relations that are relevant to the study of housing management as far as practicable. In order to conduct these case studies, apart from consulting the relevant reference materials related to the cases, students may be required to make organisational visits and conduct in-depth interviews with the experts concerned before they arrive at their conclusion. Guest lectures by public relations experts, housing management professionals and political leaders who have experience in dealing with controversial issues related to housing management to share their insights with students form an integral part of the teaching and learning activities of this course.

CILO No	TLAs	Hours/week (if applicable)
CILO 1, 2	Lecture, seminar discussion, reading, individual written assignment	
CILO 2,3	Seminar discussion, case study presentation-cum-report, guest lecture	
CILO 2,3	Case study presentation-cum-report, guest lecture, seminar discussion	

#### 4. Assessment Tasks/Activities

*(designed to assess how well the students achieve the CILOs)*

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
CILO 1 & 2	Seminar discussion and individual assignment	Seminar discussion 20%) Individual assignment (30%)	Relevant themes and issues related to the government and politics of Hong Kong and the principles and theories of public relations will be discussed during seminars and in the discussions, students are expected to show a good understanding of those issues and be able to relate the issues to the relevant institutions and process in the political system in the assessment of their possible political and PR implications. All students are required to submit an individual assignment within 2,500 words to give a clear and coherent account of one of the issues discussed during seminars and to evaluate its possible implications in a logic and cogent manner
CILO 2,3	Case study presentation-cum-report	(50%)	A real life case study will be assigned to a team of 5-6 students who will, under the supervision of a tutor, work together for a 45 minutes seminar presentation on a political PR case relevant to housing management, after which the students are required to submit a study report of around 3,500 words. Apart from consulting the relevant reference materials related to the cases, students may be required to make organisational visits and conduct in-depth interviews with the experts concerned before they arrive at their conclusion. The assessment criteria for this assignment, very briefly, include: a clear focus in the case study; systematic treatment of all relevant background materials; clear and fair articulation of the controversial issues related to the case; clarity of and logical reasoning of the arguments advanced; and creativity and originality of the solutions proposed or evaluation made, etc. Students are also expected to write in clear and correct English with full citations and reference

**5. Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

**Assessment Criteria:** Seminar discussion and individual assignment

<b>Grade</b>	
<b>A</b>	Students demonstrate superior ability in summarise new and emerging principles/theories of public relations and political process in connection with public opinion on local politics. Students show excellent ability in critically evaluate best political public relations practices in housing management
<b>B</b>	Students demonstrate good ability in summarise new and emerging principles/theories of public relations and political process in connection with public opinion on local politics. Students show good ability in critically evaluate best political public relations practices in housing management
<b>C</b>	Students demonstrate average ability in summarise new and emerging principles/theories of public relations and political process in connection with public opinion on local politics. Students show average ability in critically evaluate best political public relations practices in housing management
<b>D</b>	Students demonstrate weak ability in summarise new and emerging principles/theories of public relations and political process in connection with public opinion on local politics. Students show weak ability in critically evaluate best political public relations practices in housing management
<b>F</b>	Students demonstrate the lack of ability in summarise new and emerging principles/theories of public relations and political process in connection with public opinion on local politics. Students show the lack of ability in critically evaluate best political public relations practices in housing management

**Assessment Criteria:** Case study presentation-cum-report

<b>Grade</b>	
<b>A</b>	The students demonstrate excellent ability to critically evaluate best political public relations practices in housing management and to devise new practices in housing management connecting to local politics and public relations
<b>B</b>	The students demonstrate good ability to critically evaluate best political public relations practices in housing management and to devise new practices in housing management connecting to local politics and public relations
<b>C</b>	The students demonstrate average ability to critically evaluate best political public relations practices in housing management and to devise new practices in housing management connecting to local politics and public relations
<b>D</b>	The students demonstrate weak ability to critically evaluate best political public relations practices in housing management and to devise new practices in housing management connecting to local politics and public relations
<b>F</b>	The students demonstrate the lack of ability to critically evaluate best political public relations practices in housing management and to devise new practices in housing management connecting to local politics and public relations

### Part III

#### Keyword Syllabus:

Basic Law, executive-led government, accountability system, the rule of law, the legislature, the civil service, elections, political parties and interest groups, NGOs, civic engagement, district councils, mutual aid association, owners corporation, public administration and management, housing management, urban renewal, public relations, political PR, public opinion, mass media, crisis management, public consultation, social and political campaign

#### Recommended Reading:

##### Text(s):

Burns, John P. (2004). *Government Capacity and the Hong Kong Civil Service*. Hong Kong: Oxford University Press.

Cheng, Joseph (Ed.) (1999). *Political Participation in Hong Kong: Theoretical Issues and Historical Legacy*. Hong Kong: City University of Hong Kong Press.

Cheng, Joseph (Ed.). (2005) *The July 1 Protest Rally: Interpreting a Historic Event*. Hong Kong: City University of Hong Kong Press.

Cheng, Joseph (Ed.) (2007). *The Hong Kong Special Administrative Region: In Its First Decade*. Hong Kong: City University of Hong Kong Press

Cheung & Lee (Eds.) (2001). *Public Sector Reform in Hong Kong: Into the 21<sup>st</sup> Century*. Hong Kong: Chinese University of Hong Kong Press

Cutlip, Center & Broom (2006). *Effective Public Relations*. 9<sup>th</sup> Edition. New Jersey: Prentice-Hall.

Garnett, James (1992). *Communicating for Results in Government*. San Francisco: Jossey-Bass Publishers.

Grunig, James E. & Hunt, Todd (1984). *Management Public Relations*. Holt, Rinehart & Winston Inc.

Kotler, P. & Roberto, E. L. (1989). *Social Marketing: Strategies for Changing Public Behavior*. New York, London: The Free Press

Kuan, Lau, Louie, & Wong (Eds.) (1999). *Power Transfer & Electoral Politics*. Hong Kong: The Chinese University Press.

Kuan, Lau, & Wong (Eds.) (2002). *Out of The Shadow of 1997?* Hong Kong: The Chinese University Press.

Lam, Lui, Wong & Holliday (Eds.) (2007). *Contemporary Hong Kong Politics: Governance in the Post-1997 Era*. Hong Kong: Hong Kong University Press.

Lau, Siu-kai (2002). *The First Tung Chee-hwa Administration*. Hong Kong: Chinese University of Hong Kong Press.

Lo, Shiu-hing (2001). *Governing Hong Kong: Legitimacy, Communication and Political Decay*. New York: Nova Science Publishers.

Maarek, Philippe J. (1995). *Political Marketing and Communication*. John Libbey & Co.

Mak, Ngok (2007). *Political Development in Hong Kong: State, Political Society, and Civil Society*. Hong Kong: Hong Kong University Press.

Miners, Norman (1998). *The Government and Politics of Hong Kong*. Hong Kong: Oxford University Press, Fifth Edition with Post-Handover update by James Tang.

Prince, Vincent (1992). *Public Opinion*. London: Sage Publication.

Scott, Ian (2005). *Public Administration in Hong Kong*. London: Marshall Cavendish Academic.

Seitel, Fraser P. (2006). *The Practice of Public Relations*. 9<sup>th</sup> Edition. New Jersey: Prentice-Hall

Sing, Ming (Ed.) (2003). *Hong Kong Government and Politics*. Hong Kong: Oxford University Press.

Tai, Benny Yiu-ting (1999). The Development of Constitutionalism in Hong Kong. In Raymond Wacks (Ed.), *The New Legal Order in Hong Kong* (chapter two). Hong Kong: University of Hong Kong Press.

Online Resources:

<http://www.gov.hk/en/residents/>  
[http://www.districtcouncils.gov.hk/front\\_e.html](http://www.districtcouncils.gov.hk/front_e.html)  
<http://www.legco.gov.hk/english/index.htm>  
<http://www.housingauthority.gov.hk/en>  
<http://www.mingpaonews.com/>  
<http://www.scmp.com/portal/site/SCMP/>  
<http://www.rthk.org.hk/>