

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Public Policy  
with effect from Semester A in 2017/18**

---

---

**Part I Course Overview**

**Course Title:** Housing Management, Local Politics and Public Relations

**Course Code:** POL6805

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** P6

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* Nil

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

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)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Summarise new and emerging principles/theories of public relations and political processes in connection with public opinion on local politics	30%	√		
2.	Critically evaluate best political public relations practices in housing management	30%		√	
3.	Devising new practices in housing management connecting to local politics and public relations	40%			√
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(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.

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

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100 %					
Seminar discussion and individual assignment	X	X		50%  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
Case study presentation-cum-report		X	X	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

					<p>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</p>
				100%	

Note:

If a course has both coursework and examination components, students are required to pass BOTH the coursework assessment AND the examination before they can be awarded an overall passing grade of the course.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Seminar discussion and individual assignment	<p>1 Whether students can understand the concepts, relevance and integration of course materials;</p> <p>2 Whether students can analyse and evaluate relevant contents learned from course;</p> <p>3 Whether students can organize a good written structure and relate theories with practical housing management practices;</p> <p>4 Whether students can master a high overall written quality as well as logical written skills</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>
2. Case study presentation-cum-report	<p>1 Whether students can demonstrate a collaborated working attitude&amp; ability in a team and finding out a clear focus in the case study;</p> <p>2 Whether students can conduct systematic treatment of all relevant background materials and link the theories with practical controversial issues related to the case;</p>	<p>The students demonstrate excellent ability to critically evaluate best political public relations practices in housing management and</p>	<p>The students demonstrate good ability to critically evaluate best political public relations practices in housing management and</p>	<p>The students demonstrate average ability to critically evaluate best political public relations practices in housing management and to devise new</p>	<p>The students demonstrate weak ability to critically evaluate best political public relations practices in housing management and to devise new</p>	<p>The students demonstrate the lack of ability to critically evaluate best political public relations practices in housing management and to devise new</p>

	<p>3 Whether students can organize a logical &amp; advanced research question and can create good written structure as well as solid research methodology;</p> <p>4 Whether students can show strong evidence of critical thinking and analytical capability to synthesize the case study, summarize the case study project and finally create theoretical debate in the end. Relevant policy suggestion or solution are also necessary.</p>	<p>to devise new practices in housing management connecting to local politics and public relations</p>	<p>to devise new practices in housing management connecting to local politics and public relations</p>	<p>practices in housing management connecting to local politics and public relations</p>	<p>housing management connecting to local politics and public relations</p>	<p>practices in housing management connecting to local politics and public relations</p>
--	--	--	--	--	---	--

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

(An indication of the key topics of the course.)

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

**2. Reading List**

**2.1 Compulsory Readings**

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

**2.2 Additional Readings**

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Burns, John P. (2004). <i>Government Capacity and the Hong Kong Civil Service</i> . Hong Kong: Oxford University Press.
2.	Cheng, Joseph (Ed.) (1999). <i>Political Participation in Hong Kong: Theoretical Issues and Historical Legacy</i> . Hong Kong: City University of Hong Kong Press.
3.	Cheng, Joseph (Ed.). (2005) <i>The July 1 Protest Rally: Interpreting a Historic Event</i> . Hong Kong: City University of Hong Kong Press.
4.	Cheng, Joseph (Ed.) (2007). <i>The Hong Kong Special Administrative Region: In Its First Decade</i> . Hong Kong: City University of Hong Kong Press
5.	Cheung & Lee (Eds.) (2001). <i>Public Sector Reform in Hong Kong: Into the 21<sup>st</sup> Century</i> . Hong Kong: Chinese University of Hong Kong Press
6.	Cutlip, Center & Broom (2006). <i>Effective Public Relations</i> . 9 <sup>th</sup> Edition. New Jersey: Prentice-Hall.
7.	Garnett, James (1992). <i>Communicating for Results in Government</i> . San Francisco: Jossey-Bass Publishers.
8.	Grunig, James E. & Hunt, Todd (1984). <i>Management Public Relations</i> . Holt, Rinehart & Winston Inc.
9.	Kotler, P. & Roberto, E. L. (1989). <i>Social Marketing: Strategies for Changing Public Behavior</i> . New York, London: The Free Press
10.	Kuan, Lau, Louie, & Wong (Eds.) (1999). <i>Power Transfer &amp; Electoral Politics</i> . Hong Kong: The Chinese University Press.
11.	Kuan, Lau, & Wong (Eds.) (2002). <i>Out of The Shadow of 1997?</i> Hong Kong: The Chinese University Press.
12.	Lam, Lui, Wong & Holliday (Eds.) (2007). <i>Contemporary Hong Kong Politics: Governance in the Post-1997 Era</i> . Hong Kong: Hong Kong University Press.

13.	Lau, Siu-kai (2002). <i>The First Tung Chee-hwa Administration</i> . Hong Kong: Chinese University of Hong Kong Press.
14.	Lo, Shiu-hing (2001). <i>Governing Hong Kong: Legitimacy, Communication and Political Decay</i> . New York: Nova Science Publishers.
15.	Maarek, Philippe J. (1995). <i>Political Marketing and Communication</i> . John Libbey & Co.
16.	Mak, Ngok (2007). <i>Political Development in Hong Kong: State, Political Society, and Civil Society</i> . Hong Kong: Hong Kong University Press.
17.	Miners, Norman (1998). <i>The Government and Politics of Hong Kong</i> . Hong Kong: Oxford University Press, Fifth Edition with Post-Handover update by James Tang.
18.	Prince, Vincent (1992). <i>Public Opinion</i> . London: Sage Publication.
19.	Scott, Ian (2005). <i>Public Administration in Hong Kong</i> . London: Marshall Cavendish Academic.
20.	Seitel, Fraser P. (2006). <i>The Practice of Public Relations</i> . 9 <sup>th</sup> Edition. New Jersey: Prentice-Hall
21.	Sing, Ming (Ed.) (2003). <i>Hong Kong Government and Politics</i> . Hong Kong: Oxford University Press.
22.	Tai, Benny Yiu-ting (1999). The Development of Constitutionalism in Hong Kong. In Raymond Wacks (Ed.), <i>The New Legal Order in Hong Kong</i> (chapter two). Hong Kong: University of Hong Kong Press.
23.	<a href="http://www.gov.hk/en/residents/">http://www.gov.hk/en/residents/</a>
24.	<a href="http://www.districtcouncils.gov.hk/front_e.html">http://www.districtcouncils.gov.hk/front_e.html</a>
25.	<a href="http://www.legco.gov.hk/english/index.htm">http://www.legco.gov.hk/english/index.htm</a>
26.	<a href="http://www.housingauthority.gov.hk/en">http://www.housingauthority.gov.hk/en</a>
27.	<a href="http://www.mingpaonews.com/">http://www.mingpaonews.com/</a>
28.	<a href="http://www.scmp.com/portal/site/SCMP/">http://www.scmp.com/portal/site/SCMP/</a>
30.	<a href="http://www.rthk.org.hk/">http://www.rthk.org.hk/</a>