

COM4403: COMMUNICATION MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Communication Management

Subject Code

COM - Media and Communication

Course Number

4403

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN4509 Communication Management

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to examine the management of communication projects and campaigns detect how managers communicatively enact functions key to their managerial duties. develop participants general knowledge on how

managerial communication acts are created, disseminated, and mediated within various contexts. help participants develop essential functional capabilities and skills as communication managers.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply major theories of organization and management to typical communication management in corporations in Hong Kong and overseas	40	x		
2	Discover how communication projects and campaigns can be operated with basic managerial skills	20	x	x	
3	Evaluate critically one' s own dyadic/ interpersonal managerial skills and make plans to improve them	15		x	x
4	Generate new ideas and specific plans to improve team performance within an organizational context	15	x	x	
5	Prepare and deliver effective business presentations	10		x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Readings and Lectures	Students are required to read one journal article or book chapter and attend lecture regularly and on time every week.	1, 2, 3, 4, 5

2	In-class group activities	Through participating in group discussions and exercises, students will - acquire the knowledge of the concepts and values of communication management, - analyse major communication management issues through adopting various perspectives, - acquire knowledge of how to operate communication management projects in a variety of communication contexts.	1, 2, 3, 4, 5	
3	Quiz	There will be two quizzes	1, 2, 3	
4	Group report, problem-based investigation and team learning	In groups, students are expected to produce a 15-20 page business report. In this report, students would detect, analyze and solve a real-world communication management issue in Hong Kong. The will conduct an indepth study on one of Hong Kong' s communication management issue and are required to apply theories learned in the class to identify and analyze the issue. They will summarize the literature; look up the reference materials and data from library, detect original information from the internet, documentaries and mass media; analyse and reorganize research materials in groups, generate new perspectives, integrate their ideas, construct their argument and propose a strategic solution to the problem.	1, 2, 3, 4, 5	

5	Group presentation	In groups, students are required to present their strategic report in a 30- minute business presentation.	1, 2, 3, 4, 5	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	TLA 1 In-class group activities: students will be given pop quizzes, simple interactive exercises and specific cases for discussions throughout the course to consolidate their learning.	1	10	-	Yes
2	TLA 2 Case study: students will form into groups and each group will be assigned a specific case to study in-depth. They will need to research, critique and proposed alternative approaches to the communication management problem.	1, 3	10	-	Yes
3	TLA 3 Quizzes: two closed-book quizzes will be used to consolidate major concepts. Students will be presented with some application questions to stimulate their thinking and motivate further learning.	1, 2, 3	40	-	No

4	TLA 4 Business Report Writing: Students will be asked to take the role of a Communication Management Consultant and produce a report that analyses organizational communication issues and provide viable solutions. The report needs to be properly referenced.	1, 2, 3, 4, 5	30	-	Yes
5	TLA 5 Business Presentation: Based on the Business Consultation Report produce, students will be presenting their ideas in groups, explain their rationale, take questions and lead a small discussion.	1, 2, 3, 4, 5	10	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

In-class group activities

Criterion

ABILITY to evaluate critically one' s own dyadic/interpersonal managerial skills and make plans to improve them.

Excellent (A+, A, A-)

Excellent ability to critically evaluate one' s own dyadic/interpersonal managerial skills.Highly involved in discussion and problem-solving activities in class.

Good (B+, B, B-)

Strong ability to critically evaluate one' s own dyadic/interpersonal managerial skills. Good involved in discussion and problem-solving activities in class.

Fair (C+, C, C-)

Moderate ability to critically evaluate one' s own dyadic/interpersonal managerial skills. Moderate involvement in discussion and problem-solving activities in class.

Marginal (D)

Basic ability to critically evaluate one's own dyadic/interpersonal managerial skills. Lukewarm involvement in discussion and problem-solving activities in class.

Failure (F)

Lack ability to critically evaluate one's own dyadic/interpersonal managerial skills. Not involved in discussion and in-class activities.

Assessment Task

Quizzes

Criterion

CAPACITY to apply major theories of organization and management to typical communication management in corporations in Hong Kong and overseas.

Excellent (A+, A, A-)

Excellent understanding of major theories and concepts covered. Very strong ability to apply these into posited and real-life communication management issues.

Good (B+, B, B-)

Significant understanding of major theories and concepts covered. Strong ability to apply these into both posited and real-life communication management issues.

Fair (C+, C, C-)

Moderate understanding of major theories and concepts covered. Fairly strong to apply these into both posited and real-life communication management issues.

Marginal (D)

Basic understanding of major theories and concepts covered. Some ability to apply these into both posited and real-life communication management issues.

Failure (F)

Little understanding of major theories and concepts covered. Limited ability to apply these into both posited and real-life communication issues.

Assessment Task

Case study

Criterion

ABILITY to discover how communication projects and campaigns can be operated with basic managerial skills.

Excellent (A+, A, A-)

Excellent ability to research and analyse cases in-depth. Highly organised and specific and succinct in pinpointing main problems. Excellent ability to recommend highly practical solutions to organisational management problems.

Good (B+, B, B-)

Significant ability to research and analyse cases in-depth. Organised and precise in pinpointing main problems. Strong ability to recommend practical solutions to organisational management problems.

Fair (C+, C, C-)

Moderate ability to research and analyse cases. Some ability to describe problem areas but somewhat lacking in precision. Ability to recommend solutions to organisational management problems yet they may not be feasible, or are repetitive.

Marginal (D)

Basic ability to research and analyse cases. Basic ability to organised main problems. Basic ability to recommend solutions to organisational management problems. Suggestions tend to be too general to be applicable.

Failure (F)

Lack of ability to research and analyse cases in-depth. Lack of organisation and precision. Little ability to make viable suggestions.

Assessment Task

Business Report Writing and Presentations

Criterion

CAPACITY to generate new ideas and specific plans to improve team performance within an organizational context;and prepare and deliver effective business presentations.

Excellent (A+, A, A-)

Excellent ability to communicate in oral and written communication. Highly organised and specific and succinct in pinpointing main problems. Excellent ability to generate new insights to existing problems. Substantial support for claims made with proper referencing from credible sources.

Good (B+, B, B-)

Strong ability to communicate in oral and written communication. Organised and specific in pinpointing main problems. Good ability to generate new insights to existing problems. Claims are well supported with proper referencing from known sources.

Fair (C+, C, C-)

Moderate ability to communicate in oral and written communication. Somewhat organised and descriptive on main problems. Acceptable ability to generate new insights to existing problems. Claims are generally supported with referencing.

Marginal (D)

Basic ability to communicate in oral and written communication. Lack of organisation in written and oral presentations. Little ability to generate new insights to existing problems. Claims are not supported with referencing.

Failure (F)

Little ability to communicate in oral and written communication. Written and oral presentations are ineffective.Lack of ability to comprehend the problem(s). Ideas are not substantiated.

Part III Other Information

Keyword Syllabus

Management communication, Communication Management, Performance Control and motivation, Marketing communication, Public Communication Campaign

Reading List

Compulsory Readings

Title	
1	Miller, K. (2012). <i>Organizational Communication: Approaches and Processes</i> , AISE (6th ed). Canada: Wadsworth, Cengage Learning.
2	Clampitt, P. G. (2013). <i>Communicating for Managerial Effectiveness: Problems, Strategies, Solutions</i> . (5th ed). Thousand Oaks, Calif.: Sage Publishing Company.

Additional Readings

Title	
1	Bhushan, M. S. (2014) <i>Media and Communication Management</i> . Jaipur : Book Enclave.
2	Gershon, R. A. (2016) <i>Digital Media and Innovation: Management and Design Strategies in Communication</i> . Los Angeles: Sage.
3	Dalcher, D. (Ed.) (2017) <i>Further advances in project management: guided exploration in unfamiliar landscapes</i> . Abingdon, Oxon; New York, NY: Routledge.
4	Brnn, P. S. et. al. (2016) <i>The Management Game of Communication</i> . Bingley: Emerald. In <i>Advances in public relations and communication management</i> , 2398-3914 ; volume 1.
5	Capararello, L. et. al. (2016) <i>Digitally Supported Innovation: A Multi-Disciplinary View on Enterprise, Public Sector and Use Innovation</i> . Cham: Springer International Publishing: Imprint: Springer.