



Course Category	Business		
Course Title	Public Relations and Corporate Branding		
Course Code	BS109		
Medium of Instruction	Chinese		
Duration	45.0 hour(s)		
Course Fee	Macao Resident: MOP3,960 Non-Macao Resident: MOP3,960		
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.		
	Course Code	Sub Code	Course Start Date
	BS109	2401	2024/05/27
	Course Code	Sub Code	Registration Period
	BS109	2401	2024/04/01 - 2024/05/24
			Course End Date
			2024/07/17
			Quota
			25
Objective	Upon completion of the course, students will be able to <ul style="list-style-type: none">• describe the functions of public relations to business success• explain the professional terminologies related to public relations• identify the procedures and concerns of developing a corporate branding plan• describe the format and elements of writing public relations related documents		
Outline	<ul style="list-style-type: none">• Concepts and functions of public relations• Legal and ethical issues• Media and media relations management• Public relations writing• Branding and corporate identity• Brand building strategies• Corporate communication• Crisis management		
Teacher	Please refer to the schedule		