

**City University of Hong Kong
Course Syllabus**

**offered by Department of Public and International Affairs
with effect from Semester A 2022/23**

Part I Course Overview

Course Title:	<u>Housing Management, Local Politics and Public Relations</u>
Course Code:	<u>PIA6805</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>P6</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>POL6805 Housing Management, Local Politics and Public Relations</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

This course aims to equip students with a good understanding of the government and local politics of Hong Kong and to enhance their knowledge about the important roles played by public relations and the media in local politics within the context of housing management. The course also aims to focus 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 to equip students with the basic public relation skills in effectively engaging with public figures in their local areas on public issues.

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 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 conduct first hand data collection which include but not limited to in-depth interviews with experts and / or other stakeholders, site visits, organisational visits. Guest lectures will be arranged by inviting public relations experts / housing management professionals / political leaders who have experience in dealing with controversial issues related to housing management to share their insights with students.

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lecture and seminar	Introduce the basics of politics and public relations as well as the political institutions of Hong Kong	X	X		
Case study presentation	Students will present their case study proposal and initial findings on their projects		X	X	
Skill workshop	Students will polish their public relations skills		X	X	
Guest lectures	Senior practitioners of housing management and / or public relations will share their working experience on public relations in a housing management context		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 workshop	X	X		20%	On public relations skills and techniques and their application in housing management
Group assignment		X	X	20%	On knowledge on public relations and their application on housing management
Case study presentation-cum-report				Presentation (10%) Report (50%)	A team project on a real life case study on public relations and /or local politics relevant to housing management and involves both secondary and first hand information. Students have to do a presentation in class and complete a team report of 4500 words.
Examination: 0 %					
				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.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Seminar discussion and skill workshop	Ability in applying skills of public relations in connection with housing management	Students demonstrate excellent ability in applying skills of public relations in connection with housing management	Students demonstrate good ability in applying skills of public relations in connection with housing management	Students demonstrate average ability in applying skills of public relations in connection with housing management	Students demonstrate nearly no ability in applying skills of public relations in connection with housing management
Individual assignment	Ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management	Students demonstrate excellent ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.	Students demonstrate good ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management	Students demonstrate average ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.	Students demonstrate nearly no ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.
Case study presentation-cum-report	Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate good ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate average ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate nearly no ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Seminar discussion and skill workshop	Ability in applying skills of public relations in connection with housing management	Students demonstrate excellent ability in applying skills of public relations in connection with housing management	Students demonstrate good ability in applying skills of public relations in connection with housing management	Students demonstrate average ability in applying skills of public relations in connection with housing management	Students demonstrate weak ability in applying skills of public relations in connection with housing management	Students demonstrate nearly no ability in applying skills of public relations in connection with housing management
Individual assignment	Ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management	Students demonstrate excellent ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.	Students demonstrate good ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management	Students demonstrate average ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.	Students demonstrate weak ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.	Students demonstrate nearly no ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.
Case study presentation-cum-report	Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate good ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate average ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate weak ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations	Students demonstrate nearly no ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

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.)

Hong Kong politics, Hong Kong political culture, Hong Kong-Beijing relations, One-Country-Two-Systems, Basic Law, executive-led government, accountability system, the legislature, the civil service, interest groups, political participation and protest, election and party politics, NGOs, district councils, mutual aid association, owners corporation, housing management, urban renewal, public relations, political PR, mass media, crisis management, public consultation, social and political campaigns

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.)

1.	
2.	
3.	
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2.2 Additional Readings

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

1.	Cheng, Joseph Yu-shek (Eds.) (2020). <i>Political Development in Hong Kong</i> . Singapore: World Scientific. Cheung & Lee (Eds.) (2001). <i>Public Sector Reform in Hong Kong: Into the 21st Century</i> . Hong Kong: Chinese University of Hong Kong Press
2.	Doorley John & Garcia Helio (2006). <u>Reputation Management : The Key to Successful Public Relations and Corporate Communication</u> (e-Book), pp 1 - 26. Routledge. 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.	Doug Newsom, Judy Turk & Dean Kruckeberg (2013). <u>This is PR: The Realities of Public Relations</u> (International Edition, 11th Edition). Cengage Advantage Books. Burns, John P. (2004). <i>Government Capacity and the Hong Kong Civil Service</i> . Hong Kong: Oxford University Press.
4.	Gold, Thomas and Sebastian Veg (2020). <i>Sunflowers and Umbrellas: Social Movements, Expressive Practices, and Political Culture in Taiwan and Hong Kong</i> . Berkeley: University of California. Cutlip, Center & Broom (2006). <i>Effective Public Relations</i> . 9 th Edition. New Jersey: Prentice-Hall.
5.	Lo, Sonny Shiu-Hing, Steven Chung-Fun Hung, & Jeff Hai-Chi Loo (2021). <i>The Dynamics of Peaceful and Violent Protests in Hong Kong: The Anti-Extradition Movement</i> . Singapore: Palgrave Macmillan. Garnett, James (1992). <i>Communicating for Results in Government</i> . San Francisco: Jossey-Bass Publishers.

6.	Regester Michael & Larkin Judy (2008). <u>Risk issues and crisis management in public relations; a casebook of best practice</u> (e-Book), pp 7 - 72. Book News
7.	VonCannon, Bruce (2021). Status Anxiety: Hong Kong's Crisis of Identity. Singapore: Palgrave Macmillan.Grunig, James E. & Hunt, Todd (1984). <i>Management Public Relations</i> . Holt, Rinehart & Winston Inc.
8.	Yeung, Bernard (2020). Hong Kong's 2019-2020 Social Unrest: The Trigger, History and Lessons. Singapore: World Scientific.Kotler, P. & Roberto, E. L. (1989). <i>Social Marketing: Strategies for Changing Public Behavior</i> . New York, London: The Free Press
9.	陳家華、曾良倫 (2015)。《公關與危機管理》。香港：香港城市大學出版社。 Cheng, Joseph (Ed.). (2005) <i>The July 1 Protest Rally: Interpreting a Historic Event</i> . Hong Kong: City University of Hong Kong Press.
10.	http://www.gov.hk/en/residents/
11.	http://www.districtcouncils.gov.hk/front_e.html
12.	http://www.legco.gov.hk/english/index.htm
13.	http://www.housingauthority.gov.hk/en
14.	http://www.mingpaonews.com/
15.	http://www.scmp.com/portal/site/SCMP/
16.	http://www.rthk.org.hk/