

Speak to your audience in their language about what's in their heart.

- Jonathan Lister



PRAD 3046

1st Semester 2018-2019

Audience Measurement and Engagement *Course Instructor: Professor Kara Chan*

This course will examine the role of audience measurement in advertising and public relations campaign planning. Students will learn to use Google analytics as a tool for measuring audience engagement in response to different paid, own, and earned media. Through content creations and other hands-on practices, students will develop the skills to establish contacts with target audience.

Bringing Positive Changes in Healthcare System

With more distractions than ever, from checking emails to social media updates, the "follow me" approach probably is not going to engage audience anymore. Students of this class will identify behaviours of the users of cancerinformation.com.hk and participate in the strategic communication and content creation with an aim to engage or re-engage cancer patients and the self-help groups using their service. The ultimate goal is to raise the voice of the patients in the community and bring positive changes in the healthcare system.

Did You Know?

Deaths from cancer accounted for more than 30% of all deaths in Hong Kong.

Source: Hospital Authority, 2015