

They (NGOs) are the missionaries of
the corporate world.

- Arundhati Roy



2nd Semester 2018-2019

PRAD 3056/ORGC 3105

Campaign Planning and Management/ Organizational Communication Practicum

Course Instructors:

Dr Timothy Fung and Mr Henry Fung

This is a cross-course collaboration that requires students of both courses to go through the entire cycle of campaign management from idea creation to project implementation. The theories students learn in campaign planning are expected to inform the practice—and vice versa—to maximise the intended learning outcomes of both courses.

Under-resourced NGOs: Much Help Needed

With the service-learning components added, students will not only work on theory-based case studies analyses but gain an opportunity to step into the neighbourhoods to plan and implement advertising campaigns for NGOs. Targeting specifically at small to medium sized NGOs that lack dedicated PR professionals, this project allows students to make use of strategic planning, brand storytelling and concept expression to help increase the NGOs' brand awareness, sales and communication. As they offer help to NGOs, students also see the relevance between classroom knowledge and the workplace in reality.