

Category	Semester 1		Semester 2	
	Course	Quota	Course	Quota
School Core	COMM1015 Studies in Communication, Media, and Journalism (3 sections)	68 per section	COMM1015 Studies in Communication, Media, and Journalism	55
	COMM2026 Human Communication (2 sections)	45 per section	COMM2026 Human Communication	55
PRA Major Core	COMM2007 Communication Research Method (Communication Studies) (3 sections)	40 per section	COMM2006 Communication Theory (Communication Studies) (3 sections)	40 per section
	PRAO3086 Data Analytics and Visualization for Strategic Communication (3 sections)	40 per section	PRAO2007 Principles and Practices of Advertising (3 sections)	40 per section
	PRAO4006 Advanced Qualitative Communication Research	40	PRAO2015 Principles and Practices of Public Relations (3 sections)	40 per section
	PRAO4065 Advanced Quantitative Communication Research (2 sections)	40 per section	PRAO3015 Consumer Perspectives in Public Relations and Advertising (3 sections)	45 per section
			PRAO3056 Campaign Planning and Management (3 sections)	40 per section
			PRAO4065 Advanced Quantitative Communication Research	40
AB Required	PRAO3005 Content Creation in Advertising	30	PRAO3005 Content Creation in Advertising	40
	PRAO3007 Advertising Design and Visualization (2 sections)	30 per section	PRAO4025 Brand Strategy and Communication	30
	PRAO3046 Audience Measurement and Engagement (2 sections)	35 per section	PRAO4056 Creative Brand Expression (2 sections)	35 per section
	PRAO4025 Brand Strategy and Communication	30		
	PRAO4037 Narrative and Brand Storytelling (2 sections)	30 per section		
PR Required	PRAO3047 Corporate Social Responsibility and Stakeholder Engagement (2 sections)	35 per section	PRAO3035 Public Relations Writing (3 sections)	25 per section
			PRAO4016 Strategic Issues and Crisis Management (2 sections)	40 per section
PR Required Elective	PRAO2046 Internal Communication and Employee Engagement	40	PRAO3017 Digital Public Relations	40
	PRAO3017 Digital Public Relations	40	PRAO3046 Audience Measurement and Engagement	35
	PRAO3067 Health Communication and Information Campaigns	40		
	PRAO4045 Media Relations Writing and Training	20		
IQ and EQ in the Workplace	PRAO3087 Organizational Communication Issues and Processes	40	PRAO3085 Social Media @ Work (2 sections)	35 per section
	PRAO4066 Leadership Communicaton	40	PRAO4057 Organizational Decision Making and Problem Solving	30
Electives	PRAO2005 Introduction to Public Relations and Advertising	40	PRAO2005 Introduction to Public Relations and Advertising	40
	PRAO2047 Media Design for Corporate Communication	30	PRAO2037 Interpersonal Communication	40
	PRAO3027 Digital Audio and Video Production	20	PRAO2047 Media Design for Corporate Communication	30
	PRAO3065 Fundraising Events, Sponsorships, and Donor Management	35	PRAO3007 Advertising Design and Visualization	30
	PRAO3075 Intercultural Communication	30	PRAO3027 Digital Audio and Video Production	20
	PRAO3076 Communication Training for Organizations	30	PRAO4036 Social Communication and Advertising	40
GE Course	UCHL1075 Communicating Health and Healthy Lifestyle	30	PRAO4075 Comprehensive Management Trainee Assessment	35
			GCAP3115 Children as Consumers: Marketing to the Youth	30
2025 Summer Programme	COMM1015 Studies in Communication, Media, and Journalism		GCAP3227 Connected Communities Communication Technologies for Social Impact	30
	PRAO3075 Intercultural Communication			

Other Electives not in above table:
PRAO2036 Group Communication PRAO2045 Interviewing PRAO2055 Programming for Digital Communication PRAO4027 Financial Public Relations PRAO4047 Service Experiences and Luxury Branding PRAO4067 Communication Entrepreneurship PRAO4076 Conflict and Negotiation PRAO4077 Special Topics in Communication Studies PRAO4085 Data Analytics and Visualization for Branding PRAO4086 Data Analytics and Visualization for Corporate Communication PRAO4087 Algorithm and Communication

Please note that the course offering may be changed without further notice, you can refer to BUniPort → "U-Wide Policies & Info" → "Programmes & Course Information" → "Course Information" for the most updated course offering information and course documents.