

Notes for Student Consultation 2022-2023

Date: 10 March 2023 (Friday)
Time: 12:30 p.m. – 2:15 p.m.
Venue: CVA932
Attendees: Prof. Vivian Sheer, Dr. Regina Chen, Dr. Timothy Fung, Dr. Henry Fung, Dr. Vivienne Leung, Dr. Elina Tachkova, Agnes and Mimi, 2 Year 2 students, 2 Year 3 students and 5 Year 4 students

I. Department Name Change

1. The Department explained to the student representatives that the Department was planning to change the Department name from the Department of Communication Studies to the Department of Public Relations and Advertising (PRA). The new name, PRA, reflected what our faculty members taught and the types of research we conducted, and what our students were learning now and would do in the future.
 - All students understood the rationale behind the name change and supported the Department's initiative.
 - The following survey results were reported to all participants:
Twenty-eight PRA students responded to a survey sponsored by TYA, the Department student organization. 24 students (85%) supported the new PRA name for the Department. They believed that the new name would enhance the name/brand recognition of our Department and would differentiate the Department from Journalism and Interactive Media Department. Of the 4 students (15%) who objected to the name change, two are current ORGC students who were a little afraid of losing their identity.

II. Course Arrangements

2. Students expressed concerns that they had not received assignments/examination feedback from the COMM2035 *Communication, Ethics and Law* course instructor.
 - The Department would convey the message to the Head of the Department of Journalism as the course offering Department and the course instructor of COMM2035 was from Journalism.
3. Students asked if more company visits and guest speakers could be arranged.
 - The Department had established the industry speaker list for classes and had asked the course instructors to resume activities and invite seasoned guest speakers to classes. The Department would organize more firm visits as well as seminars and recruitment talks.

4. Students asked if they could choose to take the required course in either semester 1 or semester 2.
 - Due to the curriculum constraints and the limitations of the classroom, some required courses can only be offered in a specific semester.
5. Students raised concerns that some of them could not enroll in the courses with PRAD course code.
 - Due to the curriculum revision in the academic year 2021-2022, the PRAD course code is for the 2020 bulletin or before students and the PRAO course code is for the 2021 bulletin or after students. The Department would liaise with Academic Registry to arrange joint classes in the academic year 2023-2024 to ensure every cohort could enroll in the course.
6. Students expressed that they were confused about the course content of PRAD3017 *Digital Public Relations* as the course contents were basic PR principles and had few digital PR elements.
 - The Department would talk to the course instructor.
7. Students raised concerns that COMM2007 *Communication Research Method (Communication Studies)* had different course outlines with different levels of difficulty among the three sections.
 - The Department would talk to the course instructors and the course outline should align with the official course documents.
8. Students asked if Year 2 students had internship opportunities and where they could find the related information.
 - The Department mentioned that the employer would like to have mature students, so the internship is mostly for Year 3 or above students. If the internship is eligible for Year 2 students, the Department would send the relevant internship information to students.

III. Usage of Computer Labs and Software

9. To let students have the metaverse experience, the Department would undergo a renovation at the “Strategic & Communication Lab (tentatively name)” on the 5th floor.
 - Students felt interested in it.
10. Students raised the issue to purchase SPSS individual license as the computer lab was always occupied.
 - The Department suggested that the technical team explore the possibilities of the SPSS individual license with the Information Technology Office (ITO). Meanwhile, the opening hour of the computer lab would be extended. Students were encouraged

to use the computer labs (CVA506, CVA702, CVA703) on the 5th and 7th floors. All the class schedules and seating capacity had been posted on the door.

- (*Post-meeting notes*: Starting from 15th March 2023, the opening hours of the computer lab CVA519 would be opened from 08:00 to 22:00 from Mondays to Fridays.

The technical team had checked with the ITO, and there is no free license for students. The Department consider purchasing SPSS with standalone licenses for students doing school work.)

IV. TYA Society Room

11. Regarding purchasing SPSS licenses for students, the Department suggested purchasing two laptops in the TYA society room.

- Concerning the security issues, students would discuss the issues with their classmates and the purchasing was on hold.

12. Students asked if the furniture in the society room could be renewed, such as chairs and cabinets.

- The Department would follow up with the TYA members about the arrangement.
- (*Post-meeting notes*: Some 4-drawer cabinets and conference chairs were moved to the TYA society room. As per TYA's request, the Department ordered some cleaning materials in early April 2023.

It was noted that student representatives mentioned in the School Student Consultation meeting on 17 March 2023 that asking the TYA to organize some workshops related to design skills and software, the TYA members is collecting feedback from students.)