COURSE DETAIL

ENGLISH WRITING FOR PUBLIC RELATIONS
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 116
UCEAP Course Suffix
UCEAP Official Title ENGLISH WRITING FOR PUBLIC RELATIONS
UCEAP Transcript Title ENGL WRIT PUB REL
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course develops professional English writing skills for careers in public relations, marketing, and communications. It focuses on crafting clear, persuasive messages for diverse audiences and media platforms. Major categories of public relations writing are covered, including press kits, in-house publications, annual reports, press releases, and feature articles for media placement. Emphasis is placed on multimedia communication strategies and writing for print, broadcast, video, and digital formats. Through interactive exercises, written assignments, and presentations, participants refine their writing style, develop critical communication skills, and apply systematic professional approaches to effective public messaging.

Language(s) of Instruction
English

Host Institution Course Number
COMM 2811

Host Institution Course Title
ENGLISH WRITING FOR PUBLIC RELATIONS

Host Institution Course Details
https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Journalism & Communication

Course Last Reviewed
2025-2026

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