

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

Communications

Course Last Reviewed

2025-2026

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