

Subject Code	APSS3235
Subject Title	Media and Social Innovation
Credit Value	3
Pre-requisite / Co-requisite/ Exclusion	NIL
Objectives	<p>The subject aims to:</p> <ol style="list-style-type: none"> 1. Familiarize students with the basic concepts, strategies, and processes of (new) media usage in the private, public sector, not-for-profit organizations, and social enterprises; 2. Familiarize students with the connection between strategy and new media contents (e.g., online streaming, vlog) in policy implementation, public campaigns, and information spreading; 3. Enable students to develop practical skills in content creation including writing short online promotion pieces, creating new media contents, and editing short video essays; 4. Facilitate students to apply knowledge and skills in designing a social media campaign for a social innovation project.