

2025

Assessment Scheme**Subject:** 729 Creative English – PR & Marketing**Area of Studies:** Media and Communication**Course Provider:** SCOPE, City University of Hong Kong

Task No.	Task Name	Assessment Method	Brief Task Description	Assessment / Submission Date	Contribution to Final Score (%)
1	Reflective Portfolio	Written Assignment	Students are required to submit a portfolio comprising in-class exercises and a reflective essay of 300-400 words on the concepts and practices discussed in Module 1.	January Year 1	10%
2	Promotional Text	Written Assignment	Students are required to complete a writing task (with a headline/ tagline/ byline/ slogan) describing a product or service in 150-200 words.	March Year 1	10%
3	Public Relations Speech	Individual Project	Students are required to write a public relations speech of 180-250 words and produce a videotaped oral presentation of 2-3 minutes.	May Year 1	15%
4	Story Script	Group Assignment (Written Assignment)	Students are required to draft the plot of a story and write a script of 400-600 words for a public relations or marketing programme.	June Year 1	10%
5	Production of TV/ Radio Programme	Group Project (Oral Presentation)	Based on Task 4, students are required to present the story of 3-5 minutes for performance on television (video) or radio (audio).	June Year 1	15%
6	Site Visit Report	Written Assignment	Students are required to submit a site visit report of 200-400 words after visiting a museum or a cultural/ creative industry organization.	October Year 2	15%
7	Integrated Project (Part 1) Written Proposal	Group Project	Students work in groups to research prospective clients for this integrated project and write a proposal for the project in 600-800 words.	December Year 2	10%
8	Integrated Project (Part 2) Pitch Presentation		Students are required to give a pitch presentation of 10-15 minutes using PowerPoint slides and other relevant materials with reference to the feedback for Task 7.	December Year 2	15%