



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

# ICM

## Bachelor of Social Sciences (Honours) in Integrated Communication Management



2020-21  
Full-time Undergraduate Programme  
for Associate Degree & Higher Diploma Graduates

# Admissions 2020

(Year 3 Entry)



傳理學院  
School of Communication

# Bachelor of Social Sciences (Honours) in Integrated Communication Management

## 綜合傳播管理學社會科學學士 (榮譽) 學位課程

This programme is offered by School of Communication, Hong Kong Baptist University for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in public relations, advertising, and integrated marketing communication.



### Programme Features

- A non-government-funded honours undergraduate programme. Supported by School of Communication, which houses the first and most comprehensive advertising and public relations programme in Hong Kong.
- A full-time programme which is normally completed in two years.
- Provides students with academic as well as practical knowledge and skills related to marketing and communication management.
- Offers students a managerial focus, featuring marketing, media, social communication, public relations and advertising as well as campaign planning in business, travel and hospitality, sports, media, public and social sectors in Hong Kong.
- A variety of scholarships and funds are available for eligible students.
- Upon completion of the programme, students will be able to integrate theories and practices in executing integrated communication campaigns incorporating public relations, advertising, interactive and publicity activities.
- An accredited programme by International Advertising Association (IAA), whose graduates will also be awarded the IAA Certificate of Completion.



### Award

Bachelor of Social Sciences (Honours) in Integrated Communication Management awarded by Hong Kong Baptist University



“With the prime objective of optimising students’ holistic management competence, ICM programme nurtures students to be responsible professionals in Communication fields, such as Public Relations, Advertising, Social Media and Marketing areas.”

**Dr. Maggie Fung, Programme Director**

## Career Prospects

The programme will equip graduates with the academic training and advanced practical skills in marketing communication required for pursuing careers in a wide array of professions. They include advertising, public relations, non-government organisations, businesses, conference and exhibition, recreation, sports, civil service, media and entertainment. Graduates who satisfactorily complete the course of study obtain an extra IAA's **Certificate of Completion of Accredited Course**, and enjoy academic membership privileges across the IAA's global network. In addition, graduates working in the public relations field can register as members of Hong Kong Public Relations Professionals' Association Limited (**PRPA**).

# Programme Structure

The four-year undergraduate programme requires students to complete a total of 128 units, including 66 units of Major Courses (with a 3-unit General Education Capstone course listed under the Category of Major Core Courses), 13 units of University Core Courses, 15 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 54 units of Major Core Courses and 12 units of Major Elective Courses.

## Year 1 & Year 2

### UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English<sup>♦</sup>
- University Chinese<sup>♦</sup>
- Healthy Lifestyle<sup>♦</sup>
- The Art of Persuasion<sup>♦</sup>

### GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses<sup>#</sup>
- Level 2 Interdisciplinary Thematic Courses

<sup>♦</sup> For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

<sup>#</sup> For Associate Degree applicants, block transfers of 3 out of 9 units will be granted, and such applicants need to take two 3-unit courses in two different categories.

### FREE ELECTIVE COURSES (34 UNITS)

Free Elective Courses are normally exempted for Associate Degree or Higher Diploma graduates seeking for year 3 entry.

Remarks:

1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission. Students are required to complete all programme prerequisites, University Core and GE courses to meet the graduation requirement.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.

# ICM

## Year 3 & Year 4

### MAJOR CORE COURSES (54 UNITS)


- Advertising and Society
- Introduction to Public Relations and Advertising\*
- Marketing Principles\*
- Advertising Media Planning 
- Creative Advertising Copywriting 
- Graphics and Print Production
- Organizational Communication
- Research Methods
- Communication in Professional Practice
- Crisis Communication 
- Event Management 
- Integrated Marketing Communication Campaign
- Social Services Marketing
- Intercultural Communication
- Public Relations and Media Writing
- Recreation, Sports and Entertainment Promotion
- Integrated Marketing Communication Honours Project

\* Students may apply for course exemption if they have taken equivalent courses in other institutions previously, but they are normally required to replace the exempted Core Courses with Elective Courses to make up for the units being exempted.

### MAJOR ELECTIVE COURSES (12 UNITS)

- Business Communication
- Interactive Advertising Management
- Media Business Environment
- Consumer Behaviour
- Digital Communication
- Fashion Communication
- Journalism Theory
- Television and Hong Kong Society
- Understanding Theatre Arts
- Visual Communication in Multimedia
- Special Topics in Communication
- Communication in Entrepreneurship Management
- Persuasion and Social Influence
- Financial Literacy
- Journalism and Society in a PR Perspective
- Global Marketing Strategies
- Marketing Communication in China
- Strategic Public Relations
- Retailing as Marketing Communication
- Financial Communication and Investor Relations
- ICM Internship
- Creativity
- Studies in Non-Fiction Films
- Studies in Film and Television Classics
- Special Topics in Hollywood Cinema
- Special Topics in Hong Kong Cinema
- Communication and Sustainable Development
- Gender and Communication
- Negotiation and Lobbying
- Analytical and Opinion Writing for Chinese Media

#### Remarks:

1. Individual courses may use Chinese as the course content requires.
2.  This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
3. The University reserves the right to make changes to these courses without prior notice.



128 UNITS



## U-Life



### Study Tour to Seoul, South Korea

58 students joined the study tour to Seoul. They were privileged to have a chance to explore firsthand the cutting-edge South Korean advertising industry, alongside knowing more about the new development of university education on the South Korean isles.

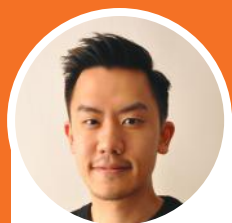
## Alumni Sharing



**“The programme is well designed to prompt its students to become the most competitive in the field by providing them with not only solid theories but also practical tactics and experience.”**

**Stella Tang (Graduate of 2011)**

• Digital Communication Manager



**“Apart from practical skills, the experienced lecturers helped enhance my industry knowledge.”**

**Jason Wong (Graduate of 2011)**

• Head of Performance in a 4As company

## Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Ma On Shan Line. With a gross floor area of 30,000m<sup>2</sup>, the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, press conference room and child assessment centre are also set up to provide students with practical experiences in their areas of study.

## Tuition Fee

HKD85,140 per year. Students are required to complete 66 units in two years at HKD2,580 per unit (Total HKD170,280).

The annual tuition fee is paid in two equal installments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first installment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfill the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,735 per unit.

## Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at [www.wfsfaa.gov.hk](http://www.wfsfaa.gov.hk).



# Admission Requirements

To be eligible for admission, a candidate should hold

- a relevant Associate Degree (AD) from any of the local/overseas recognised institutions; *or*
- a relevant Higher Diploma (HD) from any recognised institutions.
- Preference will be given to candidates with a score of 6 or above in the International English Language Testing System (IELTS).

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

## Apply online now at



[cie.hkbu.edu.hk/t/admissions-ug](http://cie.hkbu.edu.hk/t/admissions-ug)

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee will be charged for EACH applied programme. (Local: HKD350; Non-local: HKD450)



ICM 2019 Student Society Executive Committee

## Enquiries

**For enquiries concerning the application procedure, please contact Academic Registry Services Section.**

- ☎ 3411 3044
- 📠 3411 3361
- ✉ [spadmit@hkbu.edu.hk](mailto:spadmit@hkbu.edu.hk)
- 🌐 [cie.hkbu.edu.hk](http://cie.hkbu.edu.hk)
- 🏠 Hong Kong Baptist University (Shek Mun Campus)  
13/F, 8 On Muk Street, Shek Mun, Shatin,  
New Territories

**For further information about the programme, please contact School of Communication.**

- ☎ 3411 3117
- 📠 3411 3326
- 🌐 [www.comm.hkbu.edu.hk](http://www.comm.hkbu.edu.hk)

This programme leaflet provides basic information and guidance to applicants who wish to enter Hong Kong Baptist University. While every effort has been made to ensure that information contained herein is correct at the time of printing in January 2020, applicants should note that changes may be made from time to time by the University, in which case attempts will be made to notify applicants via our website.

The University has final authority in the interpretation of information contained in this leaflet. As this leaflet is published for information only, it does not constitute part of any contract between applicants and the University.

