

Associate Degree 副學士

# CREATIVE COMMUNICATION 傳理學

Upholding the traditions of HKBU Communication Studies, this area of Concentration Studies is designed for students who strive to be creative, independent and critically-minded. The programme aims to train students to develop and disseminate ideas according to the needs of various media contexts in society.

本專修秉承香港浸會大學傳理學優良傳統，為希望培養傳播創意、塑造個人風格、增強自主及鍛鍊批判能力的同學而設。對應社會上不同的媒體需要，同學可以通過媒體創作來傳播具影響力的意念。



## DISTINCTIVE FEATURES

### 課程特色

- Interactive learning modes are used to develop students' creative minds in various aspects, namely strategic, visual, vocal, as well as performing potentials.
- Various activities are organised to provide opportunities for students to gain practical experience from the industry.
- Students will learn to develop promotion strategies through joining the AD HERE Advertising Competition in collaboration with well-known companies. Partner organisations in the past include Sony Hong Kong, Nestle, Wing On Travel, WWF, Tempo, Nissin Foods, Ocean Park, Puma, and Epson.
- Students have access to the Media Communication Laboratory at Shek Mun campus for broadcasting projects and other media activities.
- 互動教學模式，激發同學思維，發揮一己潛能。
- 經常舉辦各類型活動，讓同學透過與業界交流汲取實戰經驗。
- AD HERE廣告大賽讓同學透過比賽親自為著名品牌擬定產品推廣的廣告及公關策略，過去合作機構包括索尼香港 (Sony Hong Kong)、雀巢香港有限公司、永安旅遊、世界自然基金會香港分會、Tempo、日清食品、海洋公園、Puma及Epson。
- 同學可以使用石門校園的媒體傳播實驗室作電台製作實習及進行其他媒體活動。



## CURRICULUM

### 課程

#### General Education Courses

- Essentials of Information Management Technology
- Ethical Challenges in Hong Kong / Issues of Life and Death (Values and Meaning of Life)
- Mathematics in Everyday Life / Understanding Statistical Data (Numeracy)
- Physical Education
- Popular Culture in Contemporary China<sup>+</sup> / The Making of Hong Kong (1842-1997) (History and Civilization)
- Public Speaking
- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese<sup>+</sup> / Elementary Chinese<sup>^</sup>
- Literary Appreciation (Distribution Requirements course from Arts area)
- Distribution Requirements course from Business area<sup>\*</sup>

- Distribution Requirements course from Science area
- Distribution Requirements course from Social Sciences area<sup>\*</sup>

#### Discipline Specific Courses

- Broadcast Laboratory<sup>\*</sup>
- Communication Strategies for Globalization<sup>\*\*</sup>
- Interpersonal Communication
- Introduction to Communication Theory
- Introduction to Mass Communication
- Performing Arts Appreciation/ Media Inquiry
- Principles and Practices of Public Relations and Advertising
- Visual Communication in Multimedia

## PROFESSIONAL TRAINING AND WORKSHOP

### 專業訓練及工作坊

- Field Visit to Media Organisation
- Research Workshop
- Professional Talks on Advertising and Marketing
- AD HERE Advertising Competition
- Summer Internship Programme
- Media Study Tour

<sup>\*</sup> taught in Cantonese

<sup>^</sup> for non-Chinese speaking students, taught in Putonghua

<sup>\*\*</sup> new concentration studies course, subject to approval

<sup>\*</sup> Please refer to P.11 for the selection of Distribution Requirements.

The course list is for reference only. The College reserves the right to make changes without prior notice.

## ARTICULATION TRACK RECORD

### 畢業生升學記錄

Graduates can apply for the two-year Self-funded Undergraduate Programmes offered by HKBU (please refer to P.7 for details) or for programmes offered by local universities through the non-JUPAS scheme. They may also pursue undergraduate programmes offered by other local or overseas institutions.

畢業生可報讀香港浸會大學兩年制自資學士學位課程 (詳情請參看第7頁)；或經非聯招途徑申請本地政府資助學士學位；亦可報讀本地或海外院校提供的學士學位課程。

Alumni Sharing  
校友分享：



#### Local Universities

##### Hong Kong Baptist University

Bachelor of Social Sciences (Hons) in Communication - Broadcast Journalism Concentration

Bachelor of Social Sciences (Hons) in Communication - International Journalism Concentration

Bachelor of Social Sciences (Hons) in Communication - Organizational Communication Option

Bachelor of Social Sciences (Hons) in Communication - PR & Advertising Option

Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media

Bachelor of Arts (Hons) in Liberal and Cultural Studies

Bachelor of Social Sciences (Hons) in Integrated Communication Management

Bachelor of Social Sciences (Hons) in Psychology

Bachelor of Social Sciences (Hons) in Social Policy

##### The University of Hong Kong

Bachelor of Arts

Bachelor of Social Sciences

##### The Chinese University of Hong Kong

Bachelor of Sciences in Global Business Studies

Bachelor of Social Science in Journalism and Communication

##### City University of Hong Kong

Bachelor of Arts (Hons) in Digital Television and Broadcasting

Bachelor of Arts (Hons) in Integrated Strategic Communication

Bachelor of Arts (Hons) in Media and Communication

Bachelor of Arts (Hons) in Creative Media

Bachelor of Social Sciences (Hons) in Applied Sociology

##### Lingnan University

Bachelor of Arts (Hons) in Cultural Studies

Bachelor of Social Sciences (Hons)

##### Hong Kong Shue Yan University

Bachelor of Arts (Hons) in Journalism and Mass Communication

##### The Open University of Hong Kong

Bachelor of Arts (Hons) in Creative Writing and Film Arts

Bachelor of Social Science in China Studies

##### Chu Hai College of Higher Education

Bachelor of Arts (Hons) in Journalism and Communication

##### Hang Seng Management College

Bachelor of Journalism and Communication

## Overseas Universities

### Australia

Bachelor of Communication - University of Queensland

Bachelor of Arts in Professional Communication - Monash University

24 學分  
units  
Discipline Specific  
專業科目

+

38 學分  
units  
General Education  
通識教育科目

## Associate Degree Programme Structure

### 副學士課程結構

The HKBU AD Programme is a 62-unit programme which normally requires two years of full time studies.

修讀浸大副學士課程的同學一般於兩年內修讀62個學分。

#### DISCIPLINE SPECIFIC COURSES 專業科目

24 units  
學分

##### Concentration Studies 專修科目

15 units  
學分

Course details are available on the page designated for each area of Concentration Studies.

詳情列於各專修科目的內頁。

##### Elective Studies 選修科目

9 units  
學分

Each of the following is a 3-unit course and subject to Discipline Specific Studies arrangement. Details are available on the page designated for each area of Concentration Studies.

每科目為3個學分，以個別專修科目的安排為準，詳情參看各專修科目的內頁。

• Abnormal Psychology	• General Chemistry
• Advanced Practical Putonghua++	• General Toxicology
• Art Direction<->	• Industry Attachment
• Biochemistry and Techniques	• Intermediate Business Putonghua++
• Business Communications	• Internship for Environment, Conservation and Ecotourism
• Business Ethics and Corporate Social Responsibility	• Internship for Food Safety, Nutrition and Health Education
• Calculus	• Introduction to Communication Theory
• Child Psychology	• Introduction to Environmental Health and Toxicology
• Chinese News Writing and Reporting+	• Introduction to Mass Communication
• Chinese Public Speaking+	• Introduction to Philosophy
• Computer Networking<->	• Introduction to Scientific and Quantitative Methods in Psychology
• Conservation and Ecotourism	• Journalism and Society+
• Consumer Behaviour	• Management Information Systems
• Creative Chinese Writing Workshop+	• Marketing Communications
• Creative Digital Imaging and Publishing	• Marketing Principles
• Creative English Writing Workshop	• Microbiology and Laboratory
• Digital Animation Fundamentals	• Mobile Computing and Applications Development
• Digital Storytelling<->	• Multimedia Technology and Applications
• Elementary Putonghua++	• Organizational Behaviour
• English for Business	• Principles of Accounting I (Financial Accounting)
• Environmental Health Assessment and Management	• Principles of Accounting II (Management Accounting)
• Essentials of Food Chemistry	• Principles of Financial Management
• Event Management	• Principles of Macroeconomics
• Financial Planning	• Principles of Microeconomics
• Food Safety and Quality Management	• Social Psychology
• Fundamentals of Applied Statistics in Scientific Research<->	• Television Studio Production
• Fundamental Principles of Law	• Web Design and Development
• General Biology	

+ taught in Cantonese

++ taught in Putonghua

^ for non-Chinese speaking students, taught in Putonghua

\* double-listed Interdisciplinary GE courses

<-> new elective course, subject to approval

\*\* Students should complete one course in each of the four areas outside their own area of Concentration Studies, except for Professional Accountancy.

The course list is for reference only. The College reserves the right to make changes without prior notice.

#### GENERAL EDUCATION COURSES 通識教育科目

38 units  
學分

##### Core Requirements 核心科目

26 units  
學分

Students should complete all of the following courses:

同學須修讀以下科目：

- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese+ / Elementary Chinese\*
- Public Speaking
- Essentials of Information Management Technology
- Mathematics in Everyday Life / Understanding Statistical Data
- Physical Education
- Popular Culture in Contemporary China+ / The Making of Hong Kong (1842 -1997)
- Ethical Challenges in Hong Kong / Issues of Life and Death

##### Distribution Requirements 分類選修科目

12 units  
學分

Students should complete at least ONE course from any four areas\*\*.

同學須選取四個範疇並於每個範疇內修讀最少一科\*\*。

##### ARTS

- Appreciation of Modern and Contemporary Chinese Literature+
- Critical Reasoning
- Literary Appreciation
- Understanding Chinese Thoughts and Culture (for non-Chinese students)
- Urban Society and Modern Chinese Narratives\*

##### BUSINESS

- Developing Leadership and Management Skills
- Exploring Business Enterprise
- Understanding Economics in Current Affairs
- Understanding Investment Management

##### COMMUNICATION / VISUAL ARTS

- Graphic Design and Visual Communication
- Interpersonal Communication
- Media Inquiry
- Film Appreciation
- Public Relations and Advertising Practices

##### SCIENCE

- Environmental Issues and Society\*
- Food, Nutrition and Society\*
- Wonders of the Environment
- You and Your Health

##### SOCIAL SCIENCES

- Career Development and Personal Planning+
- Environmental Issues and Society\*
- Essentials of Psychology
- Food, Nutrition and Society\*
- Pacific-rim Asian Societies
- Personal Growth and Development+
- Urban Society and Modern Chinese Narratives\*