Campus
The programme is offered at Hong Kong Baptist University’s Shek Mun (Shibei) Campus, which is located next to the Shek Mun Station of MTR Ma On Shan Line. With a gross floor area of 30,000m², the campus provides full university facilities, including indoor swimming pool, gymnasium, auditorium, multimedia laboratories, library, cafeteria and learning commons. Special learning facilities such as Science laboratory, food service laboratory, testing & analytical laboratory, food and nutritional science laboratories, a communication laboratory, psychology laboratory and child assessment centre are also set up to provide students with practical experiences in their areas of study.

Tuition Fee
HK$12,500 per year. Students are required to complete full-time units in two years at HK$25,000 per year (Total HK$50,000/2 years). The annual tuition fee is paid in two equal instalments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HK$25,000 of the first instalment 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 early September. 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.

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 (NUSLP) administered by the Student Finance Office (SFO) under the Vetting, Family and Student Financial Assistance Agency (HFSAFA), HSBC Government. For more information, students should contact the SFO or visit the website at www.vsfas.gov.hk.

Admission Requirements
To be eligible for admission, a candidate should hold:
• a relevant Associate Degree (A2) from any of the local universities recognised institutions; or
• a relevant Higher Diploma (HD) from any recognised institutions.
• Preference will be given to students with a score of 5 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.

Apply online now at
cie.hkbku.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. (Online HK$80, Paper HK$60)

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

info@hkuspace.hkbku.edu.hk
admissions@hkuspace.hkbku.edu.hk
5994 8464

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

info@hkuspace.hkbku.edu.hk
5994 8238

This programme follows the regulations and policies of our Government and it is subject to all relevant laws and regulations. The University reserves the right at any time to vary or withdraw any of the programme specifications, subject to the regulatory requirements. Any changes made to the material specification or in any other aspect of the programme should be made no later than a reasonable time after publication of this programme. The University reserves the right to make such changes as it considers necessary or otherwise desirable in any of the information contained in this material specification and this material specification should not be regarded as constituting part of any contract between the University and any student.
Bachelor of Social Sciences (Honours) in Integrated Communication Management

This programme is offered by School of Communication, Hong Kong Baptist University for students who wish to continue on to a Bachelor's degree in public relations, advertising, and integrated communication marketing.

**Programme Features**
- A cross-disciplinary curriculum that integrates marketing, media and society, communication, public relations, and advertising.
- A focus on developing skills in business, travel and hospitality, sports, media, public, and social sectors in Hong Kong.
- A strong emphasis on experiential learning through practical placements and internships.

**Award**
Bachelor of Social Sciences (Honours) in Integrated Communication Management

Dr. Maggie Fung, Programme Director

**Career Prospects**
The programme will equip graduates with the academic training and advanced practical skills in marketing communication to pursue careers in a wide array of professions. These include advertising, public relations, non-governmental organizations, businesses, conference and exhibition, reception, sports, and heritage media enterprises. Graduates working in the public relations field can register as members of Hong Kong Public Relations Association Limited (HKPRA).

**Programme Structure**
The programme is designed to prepare students to acquire a total of 128 units, divided into 36 units of General Education Courses, 54 units of Core Elective Courses, 24 units of Major Elective Courses, 12 units of Major Elective Courses, and 36 units of Major Elective Courses.

**YEAR 1 & 2**
- **General Education (38 units)**
  - General Education Core: 18 units
  - Electives: 20 units

**CORE REQUIREMENTS (36 units)**
- University English
- English Composition
- Public Speaking
- History and Civilization
- Information Management/Technology
- Physical Education
- University Life

**DISTRIBUTION REQUIREMENTS (12 units)**
- Arts
- Science
- Communication/Arts

**FREE ELECTIVE COURSES (24 units)**
- Free Elective Courses are normally expected for BMSC graduates seeking for year 3 entry

**YEAR 3 & YEAR 4**
- **Major Core Courses (54 units)**
  - Communication
  - Introduction to Public Relations and Advertising
  - Consumer Behavior
  - Digital Communication
  - Fashion Communication
  - Journalism Theory
  - Understanding Theatre Arts
  - Visual Communication in Multimedia
  - Special Topics in Communication

- **Major Elective Courses (12 units)**
  - Business Communication
  - Marketing Communication\n  - Consumer Behavior
  - Digital Communication

**128 UNITS**

**Notes**
- Only selected courses may be taken as free course requirements.
- Some courses may have prerequisites, please refer to the course handbook for details.

**Reminders**
- Students who do not meet the requirements may be required to take remedial courses.
- The University reserves the right to make changes in these courses without prior notice.