Campus
The programme is offered at Hong Kong Baptist University’s Sha Tin (Dakota) Campus, which is located next to the Shatin MTR Station. The campus provides full university facilities, including indoor swimming pool, gymnasium, auditorium, multimedia laboratories, library, cathedrals and learning commons. Special learning facilities such as science laboratory, food science laboratory, testing & analytical laboratory, food and nutritional science laboratory, media communication laboratory, psychology laboratory and child assessment centre are also set up to provide students with practical experiences in their area of study.

Tuition Fee
HK$32,500 per year. Students are required to complete 18 units in two years at HK$32,500 per unit (Total HK$65,000). 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$15,000 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. For students who are required to take make-up courses (to fulfill the programme requirements and/or CC courses), additional tuition fee for the make-up courses will be charged at HKD$1,650 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 (NLSLS) administered by the Student Finance Office (SFO) under the banner of the HKCEG. For more information, students should contact the SFO or visit its website at www.weshare.gov.hk.

Admission Requirements
To be eligible for admission, a candidate should hold
• an Associate Degree (AD) in related disciplines from any of the local/overseas recognised institutions; or
• a relevant Higher Diploma (HD) from any recognised institutions.

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

Students are expected to complete all programme pre-requisites and GE courses in their AD/HD studies. Otherwise, they may have to complete additional units of study to make up for the programme pre-requisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

Apply online now at
cie.hkbu.edu.hk/t/admissions-ug

The University accepts both online and paper applications. 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.

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

3411 0044
3411 2081
openapp@hkbu.edu.hk
cie Hockey ed.hk
Hong Kong Baptist University (Shatin Main Campus)
135, Tung Shing Road, Shatin, New Territories,
Hong Kong.

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

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3411 2326
www.comm.hkbu.edu.hk

The University of Hong Kong is committed to providing equal opportunities for all without regard to race, sex, religious belief, age, marital status, family responsibility, nationality, disability, personal appearance, political beliefs or other non-merit factors. The University reserves the right to make any changes without prior notice. The offer of admission is made subject to the decision of the University's Senate. The University accepts no responsibility for any loss or damage suffered by any person as a result of any information published in this document, whether it is caused by negligence or by any cause whatsoever.
Programme Features

- Anchor programme to the emerging field of social media communication.
- A full-time programme which is normally completed in two years.

- Develop students’ understanding of media communication processes in the context of changing society and media environments, and their understanding of such processes in the context of globalization.
- Develop students’ social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives.
- Develop students’ ability to use media and communication strategies to promote the well-being of human, thus contribute actively to positive social change.
- Develop students’ specific skills required for planning, organising and implementing communication activities for social change and development.
- Develop students’ ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of the community.

Award

Bachelor of Social Sciences (Honours) in Media and Social Communication

Awarded by Hong Kong Baptist University

Career Prospects

The programme will equip graduates with academic training and practical skills in media communication for pursuing professional and managerial careers in various sectors. Graduates may find employment opportunities in corporate social responsibility, communication in volunteer organisations and public agencies, editors, journalists and columnists in social news sections, and public relations and advertising departments.

PROGRAMME STRUCTURE

This 2-year full-time Master’s programme requires students to complete a total of 128 units, including 64 units of Major Elective Courses, 32 units of Major Core Courses and 32 units of Free Elective Courses. Students with Associate Degree in Higher Diploma qualifications will normally take an additional year for the first 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

GENERAL EDUCATION (38 UNITS)

The goals of the General Education component of this programme are to enhance students’ awareness of social issues and to develop their social consciousness. The programme comprises 12 core units, each of which is designed to develop students’ knowledge and skills in specific areas.

CORE REQUIREMENTS (38 UNITS)

- University English
- University Chinese
- History of Civilizations
- World History
- Social Sciences
- Art History

DISTRIBUTION REQUIREMENTS (12 UNITS)

- Economics
- Business
- Business Communication
- Social Sciences
- Social Science Perspectives

FREE ELECTIVE COURSES (24 UNITS)

Students are required to complete a minimum of 24 units of free elective courses. The courses should be selected from the list of approved free elective courses.

YEAR 3 & YEAR 4

MAJOR CORE COURSES (54 UNITS)

- Digital Communication Theory
- Media and Social Communication
- Globalisation and Social Communication
- Health Communication
- Media and Integrated Marketing Communication
- Media and Society
- Media Policy
- Media Professionals Practice
- Writing for Media and Communication Services
- Communication Campaign Planning and Practice

MAJOR ELECTIVE COURSES (12 UNITS)

- Media and Social Communication
- Digital Photography
- Digital Communication
- Media Production
- Digital Media
- WISC Internship

128 UNITS

Dr. Bess Wang, Programme Director