Study Tour to Seoul, South Korea

57 students joined the study tour to Seoul, South Korea to explore and understand the advertising industry and university education development of South Korea. A total of 57 students joined the study tour to Seoul, South Korea to explore and understand the advertising industry and university education development of South Korea.

Alumni Sharing

The experience of alumni in the advertising industry provided valuable insights. They shared their professional journey and the importance of continuous learning in the dynamic field.

U-Life

• Senior Platform Manager in a 4As company (Graduate of 2011)
  Jason Wong
  “Apart from practical skills, the experienced lecturers helped enhance my industry knowledge.”

• Digital Communication Manager (Graduate of 2011)
  Stella Tang
  “Apart from practical skills, the experienced lecturers helped enhance my industry knowledge.”

Tuition Fee

HK$22,500 per year. Students are required to complete 48 units in two years at HK$22,500 per unit (Total HK$108,000).

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$12,500 of the first instalment must 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 whether they are taking full-time or part-time 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 pre-requisites and/or 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 pre-requisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

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 institution;

For applications received before 15 March 2018, candidates will be ranked according to their overall academic performance (the percentage of the total marks of all the subjects taken in the final year of senior high school or equivalent). The University’s selection committee will consider all the applications submitted by the same candidate, without discrimination between the applicants from different countries.

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 Associate Degree / Higher Diploma 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 www.comm.hkbu.edu.hk

www.cie.hkbu.edu.hk/t/admissions-ug

Enquiries

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

School of Communication

Full-time local students may apply for the Financial Assistance Scheme for Pre-Secondary Students (FASP) and the Non-means-tested Loan Scheme for Pre-Secondary Students (NMPLS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSAFA), HKSAR Government. For more information, students should contact the SFO or visit its website at www.wfsc.gov.hk.

Financial Assistance

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Newly admitted students will be charged at HKD1,650 per unit. Additional tuition fee for the make-up course(s) will be charged at HKD133 per unit.

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$12,500 of the first instalment must be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August.

Contact the University's Campus Office at 3411 3044, 3411 3016, 3411 3001, or 3411 3361 for information on the administrative procedures or the procedures for the make-up course(s) for the make-up course(s) will be charged at HKD133 per unit.

For students who are required to take make-up course(s) to fulfill the programme pre-requisites and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD133 per unit.

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

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Please ensure that information contained herein is correct at the time of printing in January 2018, applicants should note that changes may be made from time to time. 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. Please ensure that information contained herein is correct at the time of printing in January 2018, applicants should note that changes may be made from time to time. 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.
Bachelor of Social Sciences (Honours) in Integrated Communication Management

This programme is offered by School of Communication, Hong Kong Baptist University. It is intended for students with Associate Degree or Higher Diploma who seek to continue on to a Bachelor’s degree in public relations, advertising, and integrated marketing communication.

Programme Features

- 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, travelling and hospitality, sports, media, public and social sections in Hong Kong.
- Upon completion of the programme, students will be able to integrate theories and practices in executing integrated communication campaigns encompassing public relations, advertising, interactive and publicity activities.
- Supported by School of Communication, which houses the first and most comprehensive advertising and public relations programme in Hong Kong.

Award

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

Career Prospects

The programme will equip graduates with the academic training and advanced practical skills in marketing communication needed to compete in a variety of careers in the public relations field. They include advertising, public relations, non-governmental organisations, business and commerce, government, non-profit-making organisations, business, conference and exhibition, technology, sports, civil service, media and entertainment.

Graduates working in the public relations field can register as members of Hong Kong Public Relations Professional Association Limited (“PRPA”).

PROGRAMME STRUCTURE

To complete the programme, students are required to complete a total of 128 units, including 64 units of Major Core Courses and 36 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

GENERAL EDUCATION (38 UNITS)

The General Education (GE) requirements are designed for all students of a university education by promoting Whole Person Education. The GE requirements are divided into two categories: Core Requirements and Distribution Requirements.

- University English
- University Chinese
- Basic Computing

DISTRIBUTION REQUIREMENTS (38 UNITS)

- Arts and Humanities
- Social Sciences
- Business Studies
- Visual and Performing Arts

FREE ELECTIVE COURSES (24 UNITS)

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

Year 3 & Year 4

MAJOR CORE COURSES (54 UNITS)

- Business Communication
- Interactive Advertising Management
- Media Business Environment
- Consumer Behaviour
- Digital Communication
- Event Management
- Journalism
- Television and Hong Kong Society
- Understanding Media in Asia
- Visual Communication in Multicultural Environment
- Special Topics in Communication
- Communication in Entrepreneurship Management
- Global Communication
- Event Management
- Integrated Marketing Communication Campaign
- Integrated Marketing Communication Campaign Management
- Strategic Public Relations
- Strategic Marketing Communication
- Financial Communication and Investor Relations
- Crisis Communication
- Media Management
- Media and Nonprofit Firms

MAJOR ELECTIVE COURSES (12 UNITS)

- Persuasion and Social Influence
- Financial Literature
- Media Literacy and Media Studies
- Global Marketing Strategies
- Media Management in China
- Strategic Public Relations
- Event Planning and Management
- Communication in Entrepreneurship Management
- Global Communication
- Integrated Marketing Communication Campaign

Remarks:
1. 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 Effective Courses to make up for the units being exempted.
2. More than 20 courses are normally required to complete the major.
3. 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 Effective Courses to make up for the units being exempted.
4. More than 20 courses are normally required to complete the major.
5. Students are required to complete 36 units of Major Elective Courses of which at least 12 units shall be from the categories specified by the University such as Media, Communication, Business, and Social Sciences.

Bachelor of Social Sciences (Honours) in Integrated Communication Management

此课程由香港浸会大学的传播学院提供。它面向具有副学士学位或 Higher Diploma学位的学生，旨在继续攻读相关领域，包括公共关系、广告和整合市场营销管理。

课程特色
- 全日制课程，通常在两年内完成。
- 提供学术和实践知识及技能，包括营销、媒体、社会传播、公共关系和广告，以及在商业、旅游和酒店、体育、媒体、公共和社会事务领域的活动策划。
- 支持传播学院，该学院是香港第一个也是最全面的广告和公共关系课程。

授予

香港浸会大学授予的社会科学学士（荣誉）学位。