

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

PROGRAMME FEATURES

This programme provides students with solid undergraduate education required for pursuing a career or further study in communication related fields, including but not limited to advertising, public relations and marketing in the digital era.

- Consists of a wide range of fundamental communication courses, with particular emphasis on sports promotion, social service marketing, and health;
- Utilises strong ties with business, media, and social sectors in Hong Kong to offer students a managerial focus, featuring marketing, integrated communication management and campaign planning in special areas;
- Awards students with the Certificate of Completion from International Advertising Association (IAA), by which the programme is accredited.



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 the following areas: 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 **Certificate of Completion of Accredited Course** from the IAA, 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).

ALUMNI SHARING



The two years in ICM is one of the most memorable moments in my life. Enjoy the school life here as much as you can!

ERNEST POON (GRADUATE OF 2015)
YouTuber



DR. LENNON TSANG
PROGRAMME DIRECTOR

Integrated Communication Management (ICM) Programme is an accredited degree programme with a managerial focus. It equips students with practical skills about big data analyses and applications of artificial intelligence (AI), which are essential for future leaders in the digital era. In addition, ICM offers strong industry insights and alumni networks for graduates' benefits.

PROGRAMME STRUCTURE

MAJOR CORE COURSES (54 UNITS)

- Creative Media Planning
- Communication Theory
- Creative Advertising Copywriting
- Introduction to Public Relations and Advertising*
- Graphics and Print Solutions
- Marketing Principles*
- Organizational Communication
- Research and Communication
- Persuasion and Social Influence
- Advertising and Social Issues
- Communication in Professional Practice
- Crisis Communication
- Event Management
- Integrated Communication Marketing Campaign
- Integrated Marketing Communication Honours Project
- Intercultural Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance

* 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 (9 UNITS)

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

[^] The course is offered by Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media; Bachelor of Social Sciences (Honours) in Media and Social Communication or Bachelor of Commerce (Honours) in Marketing.

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Social Services Marketing[#]

[#] This GE capstone course will be open to all self-funded undergraduate students. Students may select a GE capstone course offered by different self-funded undergraduate programmes.

Remarks:

1. 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).
2. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
3. The College reserves the right to make changes to these courses without prior notice.



TUITION FEE

For local applicants:
HK\$43,643 per semester

Students are required to complete 66 units in two years at HK\$2,645 per unit.

For non-local applicants:
HK\$49,913 per semester;
at HK\$3,025 per unit.



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