

# 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

### 課程特色

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.

本課程旨在教授同學堅實的傳播管理學知識，裝備同學在數碼時代下投身或繼續深造廣告宣傳、公關、市場推廣等與傳訊相關的領域。

- 提供不同類型的傳播管理學基礎科目，並著重教授體育活動推廣、社會服務推廣及健康保健等範疇的學科知識；
- 憑藉與本港商界、傳媒和社福界的緊密連繫，培養同學的管理技能，包括市場推廣、綜合傳播管理及活動策劃等技巧；
- 課程受國際廣告協會認可，同學將獲協會頒發完成證書。



## CAREER PROSPECTS

### 就業前景

The programme equips 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 have satisfactorily completed the course of study will 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).

本課程以市場學及傳訊相關學術培訓及進階實踐技巧裝備畢業生，以應付不同行業的需要。同學畢業後可從事廣告宣傳、公關、非政府機構、商界、會議及展覽推廣、康樂、體育、公共事務、傳媒及娛樂事業等行業的工作。

畢業生會獲得由國際廣告協會頒發完成證書，並享有協會之學術會員資格及其環球專屬待遇。此外，畢業後從事公共關係行業的同學可註冊成為香港公共關係專業人員協會會員。

## PROGRAMME STRUCTURE 課程結構

### 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 Marketing Communication Campaign
- Integrated Communication Marketing 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)

- Media Business Environment
- Consumer Behaviour
- Digital Communication Management
- Fashion Communication Management
- Television and Hong Kong Society
- 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^
- Strategic Digital Marketing^
- 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.



HKBU.ICM



hkbuic.hk/bim

## ALUMNI SHARING

### 校友分享



ERNEST POON  
(GRADUATE OF 2015)

YOUTUBER

“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!”

## TUITION FEE

### 學費

For local applicants:  
本地生申請:

**HK\$44,963**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,725 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,725。

For non-local applicants:  
非本地生申請:

HK\$51,909 per semester 學期;  
at HK\$3,146 per unit 學分