Postgraduate Diploma in Strategic Digital and Social Media Communication
Programme Code: MC006B

Application Code: 1850-MC006B

3762 0868 media_comm@hkuspace.hku.hk

The programme aims to offer an interdisciplinary exploration of the contemporary development in the social media and digital communications in the local and global contexts.

The programme examines the impacts and applications of social media in influencing corporate communication, advertising, public relations, entertainment and commerce. It focuses on developing the students' imaginative and analytical abilities as well as the communication and practical skills across diverse platforms and environments. It challenges and encourages students to extend and explore their professional practices and become innovative and resourceful leaders in the rapidly evolving media and communication industries.

R Applicants shall hold a bachelor's degree awarded by a recognized university;

If the degree is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
iii. HKALE Use of English at Grade E or above; or
iv. HKDSE Examination English Language at Level 3 or above; or
v. equivalent qualifications.

Applicants with other equivalent qualification(s) and at least 5 years of relevant work experience will be considered on individual merit. They must also satisfy the English requirement listed above.

$ HK$38,800 per programme (To be paid in two instalments, non-refundable and subject to change without prior notice. Admin charge apply to course withdrawal.)
Application Fee: HK$150 (Non-refundable)

D Around 12 months

Sat, and/or Sun, 2:00pm - 5:00pm and/or 6:00pm - 9:00pm
**Class(es) might also be scheduled on weekday evening in some special occasions.

Hong Kong Island side Learning Centres

English

Q Level 6 (Reg. No.: 19/001085/L6) Validity Period: 01 Oct 2019 - on-going

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

Postgraduate Diploma in Public Relations and Corporate Communication
Programme Code: MC010A

Application Code: 1850-MC010A

3762 0868 media_comm@hkuspace.hku.hk

This programme aims to help students keep abreast of the contemporary concepts and practices of public relations and corporate communication.

With the multidisciplinary curriculum, students is exposed to the up-to-date knowledge of strategic planning, skills of influencing stakeholders, knowhow of managing crisis and reputation, as well as the many various communication challenges a profit, non-for-profit and government organization is facing today.

R Applicants shall:

I) a) hold a bachelor's degree awarded by a recognized institution; or
b) have gained in the HKCEE Grade E in 5 subjects, and Level 3 in Chinese Language and English Language; or
have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or
have gained in the HKALE Grade E in 2 AL subject(s) or 2 AS subject(s);
AND
possess 10 and more years of relevant working experiences in related industries;

AND

II) provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:
i. an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
ii. a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
iii. HKALE Use of English at Grade E; or
iv. HKDSE Examination English Language at Level 3; or
v. equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

$ HK$37,600 per programme (To be paid in two instalments, non-refundable and subject to change without prior notice. Admin charge apply to course withdrawal.)
Application Fee: HK$150 (Non-refundable)

D Around 1 year and 6 months

Sat and/or Sun, 2:00pm – 5:00pm and/or 6:00pm – 9:00pm
**Class(es) might also be scheduled on weekday evening in some special occasions.

Hong Kong Island side Learning Centres

English (except for Module 4 in which apart from English, Cantonese will also be adopted in teaching part of the module with materials in Chinese)

Q Level 6 (Reg. No.: 09/000167/6), Validity Period: 28 Mar 2009 – on-going

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

NCR[1] This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR[2] These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
NCR[3] The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Media & Communication
媒體及傳播學

Postgraduate Certificate in Public Relations and Corporate Communication
Programme Code: MC009A

Application Code: 1850-MC009A

3762 0868 media_comm@hkuspace.hku.hk

This Postgraduate Certificate in Public Relations and Corporate Communication aims to equip students with updated knowledge and knowhow to analyse, plan, formulate and design practical and innovative solutions that help address the public relations, corporate communication and media relations challenges that organizations are facing nowadays. By influencing and building up mutual relationships with key stakeholders such as media, employees and community, the organization will effectively achieve their brand goals.

R Applicants shall:
I) a) hold a bachelor's degree awarded by a recognized institution; or
b) have gained in the HKCEE Grade E in 5 subjects, and Level 3 in Chinese Language and English Language; or
have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or
have gained in the HKALE Grade E in 2 AL subject(s) or 2 AS subject(s);
AND
possess 10 and more years of relevant working experiences in related industries;
AND
II) provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:
i. an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
ii. a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
iii. HKALE Use of English at Grade E; or
iv. HKDSE Examination English Language at Level 3; or
v. equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

$ HK$18,800 per programme (*Course fee is non-refundable and subject to change without prior notice. Admin charge applies to course withdrawal.)
Application Fee: HK$150 (Non-refundable)

D Around 9 months

Sat and/or Sun, 2:00pm – 5:00pm and/or 6:00pm – 9:00pm
**Class(es) might also be scheduled on weekday evening in some special occasions.

Hong Kong Island side Learning Centres

English (except for Module 4 in which apart from English, Cantonese will also be adopted in teaching part of the module with materials in Chinese)

Q Level 6 (Reg. No.: 09/000166/6), Validity Period: 28 Mar 2009 – on-going

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

Certificate in Public Relations and Corporate Communication
Programme Code: MC018A

Application Code: 1870-MC018A

3762 0868 media_comm@hkuspace.hku.hk

The programme aims to develop students with knowledge of the public relations industry, and the basic idea underlining corporate communication. Students will be equipped with the skills to analyse, plan and implement PR and corporate brand communication campaigns and events that help achieve organizational goals. Students will examine how to build mutual relationships with key stakeholders such as employees, media and community leaders for addressing unique communication challenges. Students will also be trained with English and Chinese PR writing skills in typical publicity materials.

R Applicants shall:
I) a) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language and Chinese Language; or
b) have gained in the HKCEE Grade E in 3 subjects and Level 2 in Chinese Language and English Language*;
AND
II) possess 2 years of work experience

*With effect from 2007, HKU SPACE recognises Grade E previously awarded for Chinese Language and English Language (Syllabus B) (Grade C in the case of English Language (Syllabus A)) at HKCEE as an acceptable alternative to Level 2 in these two subjects at HKCEE.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

$ HK$14,800 per programme (non-refundable and subject to change without prior notice. Admin charge apply to course withdrawal)
Application Fee: HK$150 (Non-refundable)

D 6 months

English (except for Module 4 in which apart from English, Cantonese will also be adopted in teaching part of the module with materials in Chinese)

Q Level 3 (Reg. No.: 19/000494/L3) Validity Period: 10 Apr 2019 - on-going

Application Deadline	2 Jan 2021
Commencement Date	20 Feb 2021

Foundation Certificate in English PR Writing and Presentation
Programme Code: MC022A

Application Code: 1850-MC022A

3762 0868 media_comm@hkuspace.hku.hk

The programme is a PR course. It aims to equip students with knowledge and skills of English public relations writing for organizational media, such as newsletter, corporate report, website, blog, brochure and speechwriting. Students will learn the principles of effective writing and tips for persuasive presentation, such as public speech, in English.

R Applicants shall:
I) have gained in the HKCEE Grade E or Level 2 in English Language*; or
II) have gained in the HKDSE Examination Level 2 in English Language.

Preference will be given to those who have worked in communication or related fields. Applicants with other equivalent qualifications will also be considered on individual merit.

*With effect from 2007, HKU SPACE recognizes Grade E previously awarded for English Language (Syllabus B) or Grade C in the case for Syllabus A in the HKCEE as an acceptable alternative to Level 2 in English Language.

$ HK$8,800
Application Fee: N/A

Sat, 9:00am - 1:00pm

D 13 weeks

English

Hong Kong Island side Learning Centres

Q Level 2 (Reg. No.: 19/001058/L2) Validity Period: 01 Aug 2019 - on-going

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

R Minimum Entry Requirements 基本入學要求(P.340) $ Fee 學費 D Duration 修業期 Date/Time 日期/時間 Venue 地點
Tutor 導師 Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程
See legend on page 2 & 8
圖像說明於第2及8頁

Certificate in Sustainable Communities
Programme Code: CS050A

Application Code: 1845-CS050A

3762 0868 / 3917 4767

media_comm@hkuspace.hku.hk / ruralsd@hku.hk

With theories, practices and real-life case studies, this programme provides students with the basic knowledge and skills in sustaining cultural landscape asset, including ecology, sustainable agriculture, community engagement and partnerships between different stakeholders and sectors.

R Applicants shall:
- have gained in the HKDSE Examination Level 2 in five subjects including Chinese Language and English Language; or
- have passed five subjects in HKCEE, including Chinese Language and English Language; or
- hold equivalent academic qualifications, taking into consideration individual merit.

D 10 months

English, supplemented with Cantonese

The University of Hong Kong, Pokfulam, Hong Kong

Q Level 3 (Reg. No.: 18/000784/L3) Validity Period: 11 Sep 2018 - on-going

Application Deadline	14 Aug 2020
Commencement Date	8 Sept 2020

紀錄片製作證書
課程編號：MC004A

報名代碼：1850-MC004A

3762 0868

media_comm@hkuspace.hku.hk

紀錄片是一種獨特的藝術形式，除了記錄各類型的個人及社會活動，亦讓製作人表達其願景及對事物的獨特見解。紀錄片無論在記錄歷史、洞察世情及喚起民眾關心各項社會議題等方面都有重要的意義及貢獻。課程教授紀錄片的歷史和傳統，以及紀錄片製作的基礎知識。學員透過觀賞及討論各類型的紀錄片，學習各項製作知識及技巧。

R 申請人應該：
（一）於香港中學會考考獲3科E級及中國語文科和英國語文科考獲第2級或以上的成績*；或
（二）於香港中學文憑考試考獲五科第2級或以上的成績（包括中國語文科及英國語文科）；或
（三）成功完成毅進文憑#課程。

申請人若持有其他同等資格，學院將個別情況考慮。申請人或須參加面試及筆試。

* 自2007年起，香港大學專業進修學院對在香港中學會考考獲中國語文科及英國語文科（課程乙）E級成績（即英國語文科（課程甲）考獲C級），均視作等同於香港中學會考這兩個科目考獲第2級的成績。

等同2011/12年或以前完成的毅進課程。

$ 每課程 HK$13,500
報名費用：HK$150（取錄與否，恕不退還）

D 33日

逢周六，2:00pm – 5:00pm 及/或6:00pm – 9:00pm

香港島區教學中心

粵語輔以英語

Q 資歷架構級別：3 資歷名冊登記號碼：15/000097/L3
資歷名冊登記有效期：2015年1月26日 - 持續有效

截止報名日期	2020年8月22日
開課日期	2020年10月17日

Senior Executive Diploma in Political Leadership
Programme Code: EP099A

Application Code: 1845-EP099A

3762 0868

media_comm@hkuspace.hku.hk

In order to improve the quality of governance in Hong Kong, it is important to first improve the quality of the politicians. This executive programme is a specialized course developed and offered jointly by the Path of Democracy and HKU School of Professional and Continuing Education (HKU SPACE), which aims to train and develop young political leaders to meet the needs and unique political situation in Hong Kong.

R Applicants shall:
- hold a bachelor's degree awarded by a recognized university or equivalent; or
- be mature students holding recognized professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit. Shortlisted candidates will be invited to attend an interview during the admission process. Interview invitations will be sent to the email address provided in the application.

Note: English will generally be the medium of instruction, supplemented with Cantonese when necessary. Applicants are expected to be proficient and expressive in English.

$ HK$25,000

- Thur, 6:45pm - 9:45pm
- Sat, 9:00am - 1:00pm

D about 10 months

English, supplemented with Cantonese

Application Deadline	11 Jul 2020
Commencement Date	5 Sept 2020

社交網絡新趨勢及營銷計劃
課程編號：MEDS9001

報名代碼：1850-2574NW

3762 0868

media_comm@hkuspace.hku.hk

不爭的事，網絡社交媒體的崛起，大大改變了人與人，機構與受眾的溝通模式。網絡社交已成為生活的一部份，同時也對公關及企業傳訊，以致商業營銷模式帶來了新的衝擊及機會。本課程旨在透過探索網絡社交媒體的發展趨勢，啟發學員如何善用網絡社交媒體以作為新時代的公關，企業傳訊以致營銷方法。

$ HK$1,350
報名費用：免報名費

逢周四，7:00pm – 9:00pm
(**學校保留更改上課時間的權利)

D 5日

香港島區教學中心

粵語

截止報名日期	2020年8月20日
開課日期	2020年10月15日

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育（規管）條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育（規管）條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育（規管）條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Media & Communication
媒體及傳播學

微電影大故事
課程編號：FILM9001

報名代碼：1850-2577NW

3762 0868 media_comm@hkuspace.hku.hk

微電影已發展及轉變成新一代重要的行銷工具。本課程旨在探索戲劇的元素、角色人物性格、劇本結構和對話，讓學員瞭解怎樣利用影像帶出故事，以及如何把品牌精神與價值融入故事之中。學員將透過導師講解、研究劇本及影視作品，以及自行寫作，從而掌握微電影的創作技巧。

R 課程對象：劇本創作初學者

$ 每課程 HK$2,300
報名費用：免報名費

D 10日

逢周三，7:00pm – 9:00 pm
(**學校保留更改上課時間的權利)

香港島區教學中心

粵語

截止報名日期	2020年8月19日
開課日期	2020年10月14日

Executive Certificate in Political PR and Social Media Communication
Programme Code: EP095A

Application Code: 1850-EP095A

3762 0868 media_comm@hkuspace.hku.hk

This programme offers an introduction to political and social media communication, a preeminently practical activity to inform, influence and legitimize decisions of domestic politics. The programme is practical-oriented. After an introduction that discusses historical aspects of communication and public relations in politics, the programme looks at fundamental themes of political communication, such as agenda setting, framing, and branding.

R Applicants shall:
(a) hold a bachelor's degree awarded by a recognized university or equivalent; or
(b) hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(c) be mature students holding relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

$ HK$7,280 per programme (*Course fees are non-refundable and subject to change without prior notice. **Admin charge apply to course withdrawal.***Fee should be paid upon the receipt of an offer.)
Application Fee: HK$150 (Non-refundable)

D 40 hours

Sat, 2:00pm – 4:00pm

Hong Kong Island side Learning Centres

English

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

Executive Certificate in Strategic Communication in Public Policy and Election Campaign
Programme Code: EP094A

Application Code: 1850-EP094A

3762 0868 media_comm@hkuspace.hku.hk

This programme explores government campaigns and elections; learning their purpose and significance; and observing the impact that they have on the Hong Kong political system.

Students will also learn how to deal with the challenges facing most of the political campaigns such as how to persuade people (perhaps voters, opinion leaders and governmental decision makers, etc) through effective communication to join the politician's side; how to get his/her supporters to do what he/she need them to do; how to mitigate the opposition; and how to finance the effort.

R Applicants shall:
(a) hold a bachelor's degree awarded by a recognized university or equivalent; or
(b) hold an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(c) be mature students holding relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

$ HK$7,280 per programme (*Course fees are non-refundable and subject to change without prior notice. **Admin charge apply to course withdrawal.)
Application Fee: HK$150 (Non-refundable)

D 40 hours

Sat, 2:00pm – 4:00pm

Hong Kong Island side Learning Centres

English

Application Deadline	22 Aug 2020
Commencement Date	17 Oct 2020

MA Media, Communications and Critical Practice
Programme Code: DP090A

London College of Communication, University of the Arts London

NCR1

Application Code: 1845-DP090A

2910 7645 pg.cad@hkuspace.hku.hk

MA Media, Communications and Critical Practice is a unique programme that explores contemporary media and communications alongside the cultural and creative industries. Work-place learning forms an integral part of this programme, which makes it very suitable for media professionals or career conversion.

With its emphasis on transforming media and cultural practices, the programme offers a broad approach that spans different sectors. More specifically, it is designed for postgraduate students considering a career in the media, culture or media arts industries, or those who want to work in research and education in such areas.

R Applicants should hold a bachelor's degree in Humanities, Social Sciences, Media, Communication and Cultural Studies, Arts and Visual Studies, or other academic disciplines awarded by a recognised institution.

Applicants with qualifications from a university or comparable institution within / outside Hong Kong where the language of teaching or assessment is not English are required (unless exceptionally exempted) to obtain a score of 7.0 in IELTS (with a minimum of 6.0 in each sub-test).

$ HK$130,500 per programme
Application Fee: HK$300

D 16 months

- Weekday evenings
- Weekends

English

United Centre / Admiralty Centre*
* Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Lecturers from London College of Communication and HKU SPACE

Commencement Date	To be advised

See legend on page 2 & 8
圖像說明於第2及8頁

Postgraduate Diploma in Media and Cultural Critique
Programme Code: DP012A

Application Code: 1845-DP012A

2910 7645 pg.cad@hkuspace.hku.hk

The programme aims to develop the study of media and cultural institutions, ideologies and policies as part of social and economic reality. Its design has a specific rationale, beginning from a semester which aims to provide a comprehensive foundation in research methods and critical approaches to media and cultural studies, through another semester which provides a grounding in the media (including social media) and then visual and socio-cultural content, giving graduates the possibility of undergoing further study in media and cultural studies, communication studies, creative industries, arts and cultural management.

R Applicants should normally hold:
- a bachelor's degree in the areas of Humanities, Social Sciences, Performing Art, Design, IT or Business, awarded by a recognised university; OR
- a recognised sub-degree qualification, or equivalent, and have at least two years of relevant work experience; AND
- an IELTS score of 6.5 (no band less than 6.0) or equivalent (for graduates of tertiary institutions where English is not the medium of instruction).

$ HK$39,000 per programme
Application Fee: HK$150 (Non-refundable)

- Weekday evenings
- Weekends

D 7 months

English

United Centre / Admiralty Centre*
*Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Q Level 6 (Reg. No.: 10/000058/6) Validity Period: 01 Sep 2010 - on-going

Application Deadline	31 July 2020
Commencement Date	Sep 2020



Certificate for Module (Media Regulation and Management)
Programme Code: DP104A

Application Code: 1745-DP104A

This 36-hour Certificate programme is designed for those who want to understand better the contextual factors that shape media structures, policies and management practices. It aims to critically review strategic and operational opportunities as well as the problems of media organisations within the current information environment. With reference to socio-legal perspectives on media and regulatory issues, a comparative analysis of models and principles of media regulation governing access to media infrastructure and content in both conventional mass media and new digital communications technologies will be included.

Q Level 6 (Reg. No.: 19/000083/L6) Validity Period: 01 Feb 2019 - on-going

For entry requirements and exemption arrangement, please refer to the common information below.

Certificate for Module (Ecology of Art Collecting)
Programme Code: DP110A

Application Code: 1755-DP110A

This 36-hour Certificate programme is designed for those who are interested in learning more about art collecting, especially art collecting as a cultural practice in the contemporary world. It offers an interdisciplinary approach to inquire the cultures of art collecting, including the patterns of collecting, art valuation, relationship between connoisseurship and taste, the global 'travelling' of cultural objects and the politics of display of artefacts. This programme will examine the issues from both international and local perspectives, and students will learn the cultural politics of art, the role of the trade of artefacts and cultural objects in global cultural economy.

Q Level 6 (Reg. No.: 19/000089/L6) Validity Period: 01 Feb 2019 - on-going

For entry requirements and exemption arrangement, please refer to the common information below.

2910 7607 pg.cad@hkuspace.hku.hk

R Applicants should:
1. a) hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; OR
   b) (i) hold a sub-degree or higher diploma awarded by a recognised institution; and (ii) have two years of recognised professional experience; AND
2. obtain a score of 6.5 in IELTS (no band less than 6.0), or equivalent (for those graduated from institutions where English is not the medium of instruction).

Applicants with other qualifications will be considered on individual merit.

$ HK$10,000 per programme
Application Fee: HK$150

D 12 weeks

English

United Centre / Admiralty Centre*
*Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

E
1. These are exempted modules in the Postgraduate Diploma in Media and Cultural Critique programme. The intended learning outcomes, syllabus, entry requirements and contact hours are identical with the existing module.
2. If a student successfully completes the module with a GPA of 2.0 or above, the student can apply for the Postgraduate Diploma in Media and Cultural Critique programme with an exemption of 15 credits.

NCR[1] This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR[2] These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR[3] The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Media & Communication
媒體及傳播學

Certificate for Modules
・Media Regulation and Management
・Ecology of Art Collecting

awarded within the HKU system through HKU SPACE

30 credits: 15 credits for each module

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Postgraduate Diploma in Media and Cultural Critique

awarded within the HKU system through HKU SPACE
(30 credits out of 60 exempted)

30 credits: study TWO more modules

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MA Media, Communications and Critical Practice NCR1

awarded by London College of Communication,
University of the Arts London
(60 credits out of 180 exempted)

120 credits: study TWO more modules and complete a major project

Certificate for Module (Media Regulation and Management)
QF Level: 6; QR Registration No.: 19/000083/L6; Validity Period: 01/02/2019 to on-going.

Certificate for Module (Ecology of Art Collecting)
QF Level: 6; QR Registration No.: 19/000089/L6; Validity Period: 01/02/2019 to on-going.

Postgraduate Diploma in Media and Cultural Critique
QF Level: 6; QR Registration No.: 10/000058/6; Validity Period: 01/09/2010 to on-going.

BA Mass Communications, Advertising & Public Relations
Programme Code: MC014A

Edinburgh Napier University, UK NCR1
Application Code: 1845-MC014A

2910 7613 ug.comm@hkuspace.hku.hk

Committed first and foremost to producing effective and reflective practitioners, this programme is contemporary and cutting edge, focusing on providing students with the knowledge both theoretically and practically to have a successful career in advertising, corporate/ organisational communication, media relations, branding, employee communication, and PR. Students will develop an excellent understanding of communication, advertising and PR principles. Working both on their own and as part of a team, students will also gain transferable skills and develop their confidence in presenting work and ideas to their peers, lecturers and professionals in the industry.

R Applicants shall:
1. a) hold an Associate Degree* in the area of Arts (e.g. Communication Studies, Media and Cultural Studies, Advertising and Creative Media, Corporate Communications and Management), or Applied Social Sciences (e.g. Public Relations and Journalism) with a minimum GPA of 2.0; OR
   b) hold a Higher Diploma* in the area of Communication Studies, Media and Cultural Studies, Corporate Communications and Management or Public Relations and Journalism with a minimum GPA of 2.0.
2. Graduates of HKU SPACE Associate Degree/Higher Diploma awards, or an equivalent qualification from a recongised institution, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.
3. Applicants with other qualifications (or partial completion from a recognized tertiary institution/a private university) that are fitting preparation for this programme can also apply.

*These may include, for example, Associate of Arts; Higher Diploma in Public Relations and Corporate Communications; Associate Degree / Higher Diploma in Business Administration; Higher Diploma in Translation and Interpretation; Associate of Applied Social Sciences in Communication, Public Relations and Journalism; and Associate Degree / Higher Diploma in Event Management/Tourism.

Sub-degree graduates without relevant academic background can still apply. They might be required to take one additional course (HK$2,800).

$ HK$81,000 per programme (in 3 instalments) (Bridging Module Fee: HK$2,800 for students without strong media / marketing / PR background)
Application Fee: HK$150 (Non-refundable)

D 14 months

- Weekday evenings
- Weekends

English

United Centre / Admiralty Centre*
* Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Application Deadline	15 Jul 2020
Commencement Date	Sep 2020

Bachelor of Arts (Honours) Media and Cultural Production
Programme Code: MC016A

University of the West of England, Bristol, UK NCR1
Application Code: 1845-MC016A

2910 7613 ug.comm@hkuspace.hku.hk

This programme not only enables students to understand critical and creative approaches to the study of everyday life and the media but also involves the development of creative digital media projects and engagement in cultural research. Students will develop skills and expertise in media production, cultural research, events management, and writing for different contexts and audiences.

R Applicants shall
1. a) hold an Associate Degree in areas of advertising and creative media / creative studies / film, television and digital media studies / cinema and television studies / creative communication / creative digital media / media communication/ media production / media and cultural studies; or an Associate of Applied Social Sciences in Communication, Public Relations and Journalism; OR
   b) hold a Higher Diploma in areas of new media and communication, design, visual arts and culture, visual communication, digital and creative media, and film / TV studies; AND
2. demonstrate English proficiency with an overall IELTS score of 6 with a minimum of 5.5 in each sub-test.

Graduates of HKU SPACE Associate Degree/ Higher Diploma, or those with an equivalent qualification from a recognised institution, are normally regarded as having demonstrated the required English proficiency.

Applicants with other qualifications will be considered on individual merit.

$ Term Fee: HK$130,000 per programme (in 6 stalments)
Application Fee: HK$150 (Non-refundable)

D 24 months

- Weekday evenings
- Weekends

English

United Centre / Admiralty Centre*
* Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Application Deadline	15 Jul 2020
Commencement Date	Sep 2020

BA (Hons) Multimedia Journalism
Programme Code: MC023A

Manchester Metropolitan University, UK
NCR3

Application Code: 1845-MC023A

2910 7613 | ug.comm@hkuspace.hku.hk

With a strong focus on dynamic and digital journalism, this programme prepares students to meet the requirements of today's and tomorrow's media employers. Students will be positioned at the forefront of the evolution of digital media and equipped with core practical skills – such as reporting, interviewing, feature writing, recording, editing and production – to produce well-written and researched stories through a variety of media and genres, including print, broadcast, social media and digital publishing.

R Applicants shall hold:

A. i) an Associate of Arts in areas of Languages and Humanities*; or
ii) an Associate of Arts in areas of Media, Cultural and Creative Studies*; or
iii) an Associate of Applied Social Sciences in areas of Communications, Public Relations and Journalism, or an Associate of Social Sciences; or
iv) an Associate of Business Administration.

OR

B. i) a Higher Diploma in areas of Arts, Design, Languages and Humanities**; or
ii) a Higher Diploma in areas of Business Administration and Management; or
iii) a Higher Diploma in areas of Information Technology and Social Science.

Normally for those applicants whose first language is not English, IELTS 6.0 overall is required: applicants should have at least 5.5 in each element. Holders of Associate Degree / Higher Diploma of HKU SPACE, or an equivalent qualification from a recognised institution in Hong Kong are normally regarded as demonstrating the required English proficiency.

Applicants with other qualifications will be considered on individual merit.

* For example: Bilingual Studies; Chinese Language, Literature and Culture; English Language and Literature; English Studies; Humanities; Japanese Studies; Korean Studies; Legal Studies; Translation and Interpretation.

** For example: Advertising Design; Arts and Cultural Events Management; Creative Media; Design; Film, Television and Photography; Translation and Interpretation; Transmedia; Visual Arts; Visual Communication.

$ Term Fee: HK$132,000 per programme
Application Fee: HK$150

D 24 months

- Weekday evenings
- Weekends

English

United Centre / Admiralty Centre*
* Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Application Deadline	To be advised
Commencement Date	To be advised (Please refer to our website for the updates.)

Advanced Diploma in Communication and Culture
Programme Code: MC015A

Application Code: 1850-MC015A

CEF 4 Modules

2910 7645 | ug.comm@hkuspace.hku.hk

The programme aims to provide students with a multi-disciplinary approach to the study of communication and culture with an emphasis on media and cultural studies. More specifically, it trains the students to be critical consumers and ethical communicators through discussions that allow them to understand the power of both mediated and non-mediated communication in specific cultural contexts. The programme also addresses how existing and emerging forms of new media construct identities and shape lives by examining the relationship between communication and cultures.

R Applicants shall:
- have gained in the HKDSE Examination Level 2 or above in 5 subjects including English Language; OR
- have gained in the HKALE Grade E in 2 subjects including Use of English; OR
- have gained in the HKALE Grade E in Use of English, and have 2 years of relevant work experience in the communication or cultural industry; OR
- have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language, and have 2 years of relevant work experience in the communication or cultural industry; OR
- have a diploma in communication studies, cultural studies, media studies or language studies from a recognized institution, OR
- be a mature student of at least 21 years of age by the start date of the programme and have at least 2 years of work experience.

Applicants must be able to demonstrate a good command of English, in particular in writing and reading. They may be required to attend an English written test if necessary. Applicants with other qualifications will be considered on individual merit.

(Note: Students who barely meet the English Language requirement of the programme (HKDSE Examination Level 2 in English Language, HKALE Grade E in Use of English, or HKCEE Grade E in English Language) are required to take the additional practical English writing course in the first trimester of the programme.)

$ HK$38,000 per programme (HK$7,600 per installment; 5 installments in total)
Application Fee: HK$150 (Non-refundable)

D 20 months

- Weekday evenings
- Weekends

English

United Centre / Admiralty Centre*
* Upon the availability of classrooms, classes and examinations may be held in other Learning Centres.

Q Level 4 (Reg. No.: 18/000891/L4) Validity Period: 01 Mar 2019 - on-going

Application Deadline	15 Jul 2020
Commencement Date	Oct 2020

Advanced Diploma in Communication and Culture (Duration: 24 months)

awarded within the HKU system through HKU SPACE

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BA Mass Communications, Advertising & Public Relations NCR1 **(Duration: 14 months) OR**
Bachelor of Arts (Honours) Media and Cultural Production NCR1 **(Duration: 24 months) OR**
BA (Hons) Multimedia Journalism NCR3 **(Duration: 24 months)**

awarded by UK universities*

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MA Media, Communications and Critical Practice NCR1 **(Duration: 16 months)**

awarded by University of the Arts London

*BA Mass Communications, Advertising & Public Relations awarded by Edinburgh Napier University
Bachelor of Arts (Honours) Media and Cultural Production awarded by University of the West of England, Bristol
BA (Hons) Multimedia Journalism awarded by Manchester Metropolitan University – subject to approval

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。