Media & Communication Programme Series

As the subject group of Media and Communication in the College of Humanities and law, we offer comprehensive exposure and exploration in the ever-changing media landscape and communication field. We focus on anticipating the future needs of these areas. We constantly update our curriculum and introduce new programmes that strive for the needs of the constantly evolving media platforms and means of communication.

We understand that innovation happens when theory interacts with practice, and people learn best by doing. Our lecturers are outstanding industry practitioners with solid academic credentials who are passionate about passing their experience and expertise to the next generations. We encourage lively exchanges of ideas between the teachers and students and create relationships that often extend from the classroom to the profession.

With a central location in Asia Pacific, Hong Kong is an international business and education hub. As a gateway to and from Asia, we provide unparalleled global perspectives in the development of digital media communication.

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

Application Code: 1950-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.

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 qualifications 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.)
Application Fee: HK$150

Around 1 year and 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)

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

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

Application Code: 1950-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.

Applicants shall:

i) hold a bachelor’s degree awarded by a recognized institution; or
ii) have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; 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 qualifications will be considered on individual merit.

HK$37,600 per programme (To be paid in two instalments)
Application Fee: HK$150

Around 1 year and 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)

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

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

Application Code: 1950-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 any for-profit, non-for-profit and government organization is facing today.

Applicants shall:

i) hold a bachelor’s degree awarded by a recognized institution; or
ii) have gained in the HKDSE Examination Level 3 in 5 subjects, and Level 3 in Chinese Language and English Language; or
iii. HKALE Use of English at Grade E or above; or
iv. have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or
v. possess 10 and more years of relevant working experiences in related industries; AND
vi) 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 above; or
iv. HKDSE Examination English Language at Level 3 or above; 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)
Application Fee: HK$150

Around 1 year and 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)

Level 6 (Reg. No.: 09/000167/6), Validity Period: 28 Mar 2009 – on-going
Media & Communication
媒體及傳播學

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
iii. HKEALE 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
Application Fee: HK$150
Around 9 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)
Level 6 (Reg. No.: 09/000166/L6) Validity Period: 26 Mar 2019 - on-going

Advanced Diploma in Public Relations and Corporate Communication
Programme Code: MC029A

Application Code: 1950-MC029A
3762 0868 media_comm@hkuspace.hku.hk

This programme is designed to equip students with the practical knowledge and concepts of the public relations and corporate communication. Students will be equipped with the skills to analyse, plan, design and implement the relevant campaigns, events and messages that help address the critical organizational objectives. The programme also examines the communicative practices in the corporate environment, including strategic planning, online and offline corporate branding, media relations, community engagement, issues and crisis communication.

Applicants shall:
1. 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
  c) have gained in HKEALE Grade E in one AL subject or two AS subjects.
  AND
2. possess 5 years of work experience.
Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

HK$28,000 per programme
Application Fee: HK$150
Around 9 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)
Level 6 (Reg. No.: 09/000166/L6) Validity Period: 26 Mar 2019 - on-going

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

Application Code: 1950-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.

Applicants shall:
1. I) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language and Chinese Language; or
II) have gained in the HKDSE Examination Level 2 in English Language.
II) have gained in the HKDSE Examination Level 2 in English Language.
Preferential 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.

HK$8,800
13 weeks
English
Level 2 (Reg. No.: 19/001058/L2) Validity Period: 01 Aug 2019 - on-going

Certificate in Sustainable Communities
Programme Code: CS050A

Application Code: 1940-MC018A
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.

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.

10 months
English, supplemented with Cantonese
Level 3 (Reg. No.: 18/000784/L3) Validity Period: 11 Sep 2018 - on-going
Media & Communication

紀錄片製作證書
課程編號：MC004A

報名代碼：1950-MC004A
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，亦讓製作人表達其見解及對事物的獨特見解。紀錄片無論在紀錄歷史、洞察世情及詮釋民衆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。

申請人應具備：
（一）於香港中學會考獲三科及第第2級或以上的成績，或
（二）於香港中學會考獲五科第2級或以上的成績，或
（三）成功完成甄選面試。

申請人需持有其他同等資格，將獲個別情況考慮。申請人須參加面試及筆試。

資歷架構級別：3
資歷名冊登記有效期：2015年1月26日 - 持續有效

報名費用：HK$1,350
每課程 HK$13,500

香港空間大學

Social Sciences

英文

Level 6 (Reg. No.: 10/00058/6)
Validity Period: 01 Sep 2010 - on-going

報名費用：HK$39,000 per programme
Application Fee: HK$150

BA Mass Communications, Advertising & Public Relations

Programme Code: MC014A

Edinburgh Napier University, UK

Application Code: 1945-MC014A

2910 7613
pg.cad@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, 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.

Applicants shall:
- 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. Social Sciences, Social Sciences and Media, Corporate Communications and Management or Public Relations and Journalism) with a minimum GPA of 2.0; OR
- 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; OR
- Graduates of HKU SPACE Associate Degree/Higher Diploma awards, or an equivalent qualification from a recognized tertiary institution, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.

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$2,500).

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 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.

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Sub-degree graduates without relevant academic background can still apply. They might be required to take one additional course (HK$2,500).

It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 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$2,500).
Media & Communication

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

University of the West of England, Bristol, UK
 Application Code: 1945-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.

Applicants shall:

1. 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
2. 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

- 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.

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

Duration: 24 months

Medium of Instruction: English

Bachelor of Arts (Honours) Multimedia Journalism
Programme Code: MC023A

Manchester Metropolitan University, UK
 Application Code: 1945-MC023A

2910 7613  ug.comm@hkuspace.hku.hk

The proliferation of digital technologies in the past decades has completely changed the media landscape. This new Bachelor of Arts (Honours) Multimedia Journalism programme aims at preparing students for today’s and tomorrow’s journalism industry by developing their abilities to engage with evolving digital technologies across multimedia platforms alongside core and specialist skills such as reporting, interviewing, feature writing, editing and production - a transferable skill set which prepares students to excel in a wide range of areas, including print journalism, digital publishing, broadcasting, researching, freelance writing, social media marketing, video production, news agencies, public relations and public sector press departments.

HK$286,000 per programme (HK$7,600 per installment; 5 installments in total)
Application Fee: HK$150

Duration: 20 months

Medium of Instruction: English

Advanced Diploma in Communication and Culture
Programme Code: MC015A

Application Code: 1950-MC015A

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.

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 HKDSE Examination Level 2 in English Language, and have 2 years of relevant experience in the communication or cultural industry; OR
- have gained in the HKCSE Grade E in 4 subjects, and Level 2 in English Language, and have 2 years of relevant experience in the communication or cultural industry; OR
- have a diploma in communication studies, cultural studies, media studies or language studies from a recognised 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 HKCSE 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
Application Fee: HK$150

Duration: 20 months

Medium of Instruction: English

For more and latest programme information, please visit our website
hkuspace.hku.hk
This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

The programme aims to introduce students to the key meanings and structures of visual culture and thus help them investigate the ways in which cultural meanings are articulated, interpreted and communicated through different forms of visual-cultural practices, such as films, photographs, advertisements and museum displays etc. This programme will also introduce a range of visual research methods and media production techniques which develop students’ capacities in both analysing and creating visual-oriented projects.

HK$10,000
Application Fee: HK$150
36 hours
English
Level 6 (Reg. No.: 10/000058/6) Validity Period: 01 Sep 2010 - on-going

HK$5,700
Application Fee: HK$150
8 weeks
Cantonese
Level 3 (Reg. No.: 20/000725/L3) Validity Period: 01 Jan 2021 - on-going

HK$7,500
Application Fee: HK$150
30 hours
English supplemented with Cantonese
Level 6 (Reg. No.: 20/000705/L6) Validity Period: 01 Dec 2020 - on-going

HK$540 per session (Note: Each session lasts for 4.5 hours)
Application Fee: HK$150
4.5 hours
Cantonese
Level 6 (Reg. No.: 20/000705/L6) Validity Period: 01 Dec 2020 - on-going

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

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