

Department of

Media and Communication

College of Liberal Arts and Social Sciences



香港城市大學
City University of Hong Kong

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BAMDCM BA Media and Communication 文學士(媒體與傳播)



This major stands at the front of the field of media and communication in teaching and research. From an interdisciplinary perspective, it seeks to develop students' knowledge and critical abilities in discovering the processes and structure of media and communication in their daily lives. It prepares students for a broad range of careers in media and communication industries, placing particular emphasis on developing proficiency in new and emerging media technologies.

Careers

記者

Reporter

公關客戶主任

PR Practitioner

市場推廣經理

Marketing Manager

廣告客戶主任

Advertising Executive

BATVB BA Digital Television and Broadcasting 文學士(數碼電視與廣播)

This major trains students to be professionals in the digital television and broadcasting industry. As a niche program, it places students on the forefront of broadcasting technology and enables them to acquire a broad range of digital media skills in content production and learn key concepts, terminologies and trends in media, thus making them highly employable in the ever-changing industry.



Careers

主播

Anchor

記者

Reporter

製作人

Producer

編導

Director

編輯

Editor



Department of
Media and Communication

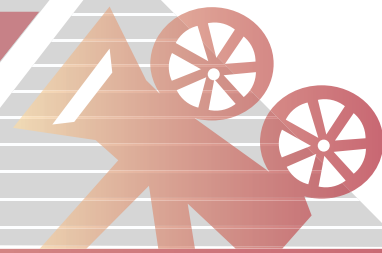
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Curriculum Structure

	Normative 4-Year Entrants	Advanced Standing I Entrants	Advanced Standing II Entrants
Gateway Education	30 credit units	21 credit units	12 credit units
College Requirement	6 credit units	6 credit units	waived
Major	54 credit units	54 credit units	54 credit units
Minor (optional)	15 - 18 credit units	15 - 18 credit units	15 - 18 credit units
Free Electives	Remainder to fulfill the credit requirements for graduation, if necessary		
Minimum Credit Units for Graduation	120 credit units	90 credit units	66 credit units
Maximum Credit Units for Graduation	144 credit units	114 credit units	84 credit units



Application And Admission Requirements

First-Year Studies (4-Year Curriculum)

JUPAS and Direct (Non-JUPAS) Application

JS1106 (JUPAS) / 1106 (Non-JUPAS)
Department of Media and Communication (options: BA Digital Television and Broadcasting, BA Media and Communication)

Admission to Department

Students will choose a major after the first year of study
Tier 1: Top 40%- Free choice of major
Tier 2: Remaining 60%- Subject to availability of quota for the majors

Minimum Entrance Requirements for JUPAS Applicants:

- Level 3 or above in Chinese Language and English Language; and
- Level 2 or above in Mathematics and Liberal Studies; and
- Level 3 or above in two elective subjects*

- * - If students take both M1 and M2, they are counted as one subject only.
- Applied Learning subjects are not counted as elective subjects.
- Unspecified elective subjects may include "other languages" at grade E or above.

General Entrance Requirements for Direct (Non-JUPAS) Applicants:
Please refer: <http://www.admo.cityu.edu.hk/direct/entreq/bd/>

Advanced Standing I

Advanced Standing II

Direct (Non-JUPAS) Application

1341A- BA Media and Communication
1356A- BA Digital Television and Broadcasting

Direct Admission to Major

Minimum Entrance Requirements for Advanced Standing II Applicants:

BAMDCM: Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award, AND to have attained at least Level 3 or above in HKDSE English Language and Chinese Language or an equivalent qualification.

BATVB: Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award.

General Entrance Requirements for Advanced Standing I Applicants:
Please refer: <http://www.admo.cityu.edu.hk/direct/entreq/bd/>