



Hong Kong Baptist University
School of Communication and Film

**Bachelor of Communication
(Honours) Programme
Student Handbook**

Academic Year
2021-2022

CONTENTS

3 School of Communication and Film

5 Programme-based Admission

7 About the Programmes

11 Film Major (FILM)

31 Journalism and Digital Media Major (JOUR)

51 Public Relations and Advertising Major (PRA)

71 Academic Advising Scheme

72 Office of Admissions and Academic Advising

73 Staff List

Academic Calendar 2021 - 2022

Campus Map

School of Communication and Film

Communication is the key to a career in the creative industries in a knowledge-based economy. The School of Communication and Film of HKBU is the only academic institution in Hong Kong offering a full range of communication programmes at degree and postgraduate levels. It is housed in a building specifically designed for the purpose of advancing higher education in communication and the media. The Lee Shau Kee Communication and Visual Arts Building features sound, film, television and broadcast

news studios with advanced facilities for editing videos, films, sound tracks and print publications, as well as laboratories for conducting communication research. On its rooftop garden, faculty and students engage in stimulating discussions in a relaxing environment.

The Bachelor of Communication (Honours) programme offers a variety of ways to explore the exciting field of communication and prepare students for careers in the media or postgraduate studies.



A group photo of the faculty members and supporting staff of the School of Communication and Film

Programme-based Admission

The School of Communication and Film adopts programme-based admission starting from 2021 entry. The Bachelor of Communication (Honours) programme offers the following Majors.

Film Major

- Animation and Media Arts Concentration
- Film and Television Concentration

Journalism and Digital Media Major

- Chinese Journalism Concentration
- Data and Media Communication Concentration
(An interdisciplinary Concentration for Journalism and Digital Media Major & Computer Science Major)
- International Journalism Concentration

** Chinese Journalism and International Journalism students must opt to specialize in one of the following three streams: Broadcast Journalism, Financial Journalism and General Stream. Data and Media Communication students can take Financial Journalism as a stream.*

Public Relations and Advertising Major

- Advertising and Branding Concentration
- Organisational Communication Concentration
- Public Relations Concentration



About the Programmes

Graduation Requirement under 4-Year Curriculum

Units	Curriculum Structure
9	School Core
50 - 67	Major
3 - 6	Honours Project
13	University Core
18	General Education
Up to 35	Free Electives
128	Total

University Core

Units	Subjects
6	University English I and II
3	University Chinese
2	Healthy Lifestyle
2	Art of Persuasion
13	Total

General Education (GE)

Units	Subjects
9	Foundational Courses
6	Interdisciplinary Thematic Courses
3	GE Capstone
18	Total

Free Electives

Under the new curriculum, programmes would allow students to take up to 35 units of free electives. Electives facilitate free pursuit of academic interests and widen academic exposure through which students can pursue a minor, or choose other courses that cater for their interests and future needs.

School Core Courses

1. COMM 1015 Studies of Communication, Journalism and Film
2. COMM 2035 Communication, Ethics and Law
3. 3rd School Core Course
*Choose **One** from the following three courses [3 units each]*
 - COMM 2026 Human Communication
 - COMM 2027 AI and Digital Communication
 - COMM 2036 Media Design and Digital Applications

Taught Postgraduate Courses

Year 3 and 4 students with a GPA 3.0 or above are allowed to enroll in taught postgraduate courses.

For details, please refer to the School website
http://www.comm.hkbu.edu.hk/admission/en/curriculum_structure.html/

About the Programmes



Rooftop garden party

Double Degree Programme with the University of Queensland in Australia

The Double Degree Programme between the School of Communication and Film, Hong Kong Baptist University (HKBU), and the Faculty of Humanities and Social Sciences, The University of Queensland (UQ), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism or Bachelor of Communication conferred by UQ.

The Programme fully adopts the same structure of the existing programmes offered by HKBU and UQ.

For details, please visit the http://www.comm.hkbu.edu.hk/comd-www/english/academic_programmes/m_ug_double_degree.htm.



Rank 45 by Communication and Media Studies subject in QS World University Ranking 2020



Rank 46 in QS World University Ranking 2021

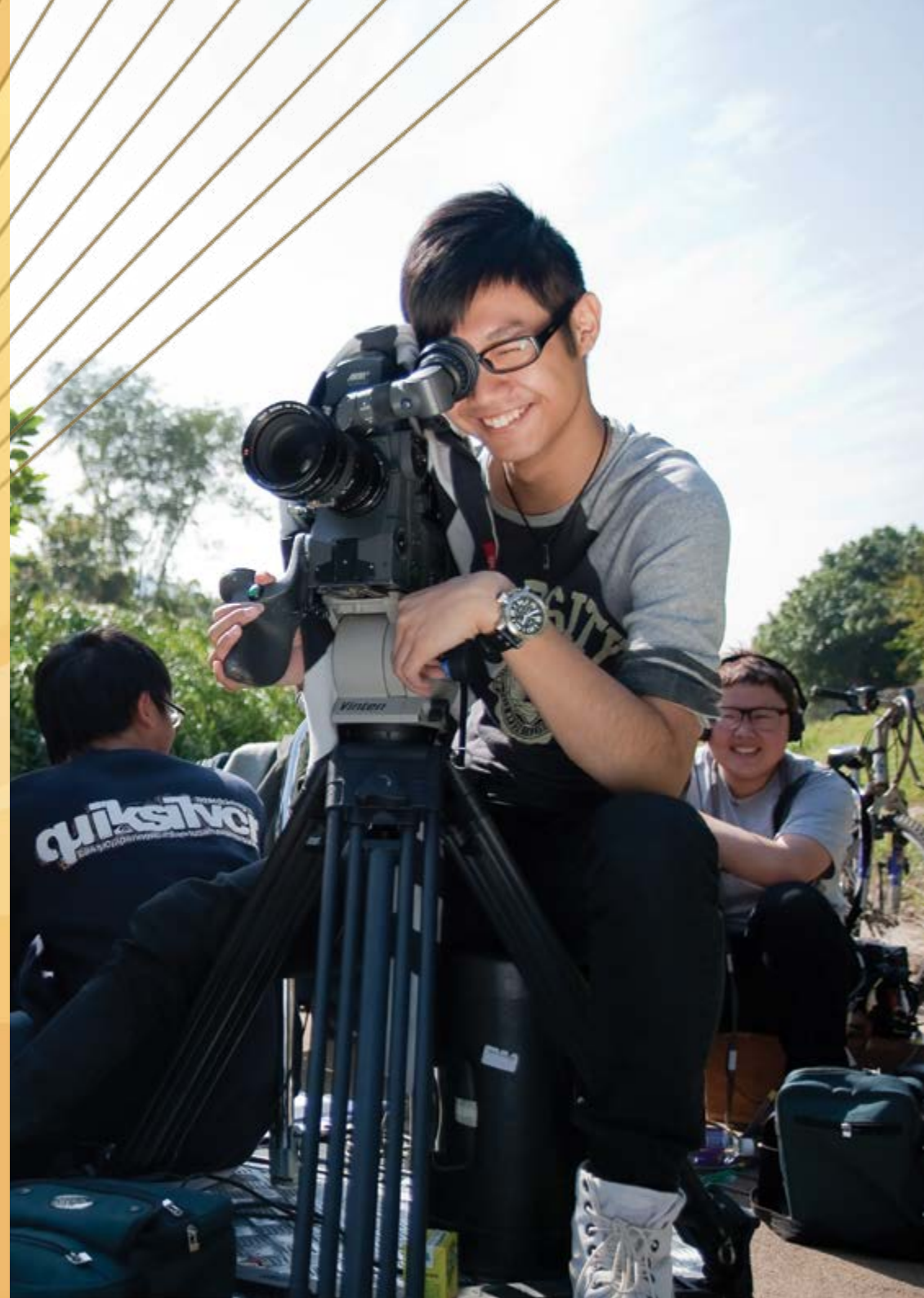
Double Degree Programme with the University of Missouri in the United States

The Double Degree Programme between the School of Communication and Film, Hong Kong Baptist University (HKBU), and the School of Journalism, The University of Missouri (MU), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. HKBU students will spend their first two years at HKBU and the following two years at MU. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism conferred by MU.

For details, please visit the http://www.comm.hkbu.edu.hk/comd-www/english/academic_programmes/m_ug_double_degree.htm.

FILM

- Animation and Media Arts Concentration
- Film and TV Concentration
 - Professional Option
 - Liberal Studies Option



Film Major

(FILM)

The 4-year Film Major programme offers a unique integration of two concentrations – Film and Television Concentration, Animation and Media Arts Concentration – to equip students with the knowledge required to develop careers in the creative industries, such as film and television production, digital animation and media–or arts-related administration. Film and Television Concentration provides comprehensive training in film and television, with attention to relevant areas of theory, history, and practice. We offer two distinct options: ‘Professional Option’ and ‘Liberal Studies Option’. Animation and Media Arts Concentration provides broad training in visual media and creativity, with an emphasis on digital animation and interactivity.



Student animation projects exhibition



2021 Animation and Media Arts Graduation Exhibition



The 1st Global University Film Awards: Award Presentation Ceremony

Animation and Media Arts Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
13	Major Core Courses
33	Concentration Required Courses
6	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
30	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies of Communication, Journalism and Film
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	
		<i>Choose One from the following three courses [3 units each]</i>
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication
	COMM 2036	Media Design and Digital Applications

Units Major Core Courses

3	FILM 2006	Introduction to Production
0	FILM 2008-9	Practicum I
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
0	FILM 3008-9	Practicum II
1	FILM 3125	Honours Project Preparation Workshop
3	FILM 4047	Film Theory and Criticism



Masterclass with animator and director Mr. Raman Hui (許誠毅)

Units Concentration Required Courses

3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2056	Drawing
3	FILM 3055	3D Modeling, Texture and Rendering
3	FILM 3087	Understanding Animation
3	FILM 3095	Animation Workshop I: Principles, Aesthetics, and Production
3	FILM 3107	Interactive Graphics
3	FILM 4036	Animation Workshop II: Body Mechanics
9		<i>Choose Three from the following six courses [3 units each]</i>
	FILM 3045	Creative Arts and Visual Strategy
	FILM 3106	Sound Design for Animation
	FILM 3115	Virtual World: Design and Interaction
	FILM 4056	Character Design & Storyboarding
	FILM 4075	Facial Animation
	FILM 4076	Character Animation

Units Honours Project

6	FILM 4868-9	Honours Project in Animation and Media Arts
---	-------------	---

Animation and Media Arts Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
13	Major Core Courses
33	Concentration Required Courses
6	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
30	Free Electives
128	Total

Units Major Elective Courses

3	FILM 1005	Transnational History of Animation
3	FILM 1006	Fundamentals of 2D and 3D Production
3	FILM 2007	Principles of Photo-imaging
3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2045	Art History
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
3	FILM 2075	Film Stardom
3	FILM 3006	Film Sound
3	FILM 3016	Non-fiction Film
3	FILM 3025	Digital Aesthetics and Practices
3	FILM 3026	Documentary Photography
3	FILM 3027	Television Studio Production
3	FILM 3035	Chinese-language Cinema
3	FILM 3045	Creative Arts and Visual Strategy
3	FILM 3047	Hollywood Cinema
3	FILM 3066	Television Programming and Concepts

3	FILM 3067	Creative Media Management
3	FILM 3076	Screen Acting Workshop
3	FILM 3077	The Art of Documentary Film
3	FILM 3085	Film Music and Sound Design
3	FILM 3086	Independent Cinema
3	FILM 3097	Hong Kong Cinema
3	FILM 3106	Sound Design for Animation
3	FILM 3107	Interactive Graphics
3	FILM 3115	Virtual World: Design and Interaction
3	FILM 3117	Documentary Production
3	FILM 3135	The Other Cinema: Cult, Exploitation, Experimental Films
3	FILM 3136	Studies in European Cinema
3	FILM 3145	Japanese Animation
3	FILM 3146	Feeling Cinema: Memories and Future Storytelling
3	FILM 3147	Entertainment 3.0: Creative Industries and Technology
3	FILM 4006	Advanced Experimental Image Processing
3	FILM 4007	Advanced Script Writing
0	FILM 4016	Internship
3	FILM 4017	Motion Graphic Design
3	FILM 4026	East Asian Cinemas: History and Current Issues
3	FILM 4027	Special Topic in Film
3	FILM 4035	Production Management
3	FILM 4046	Advanced Cinematography
3	FILM 4055	Television and New Media
3	FILM 4056	Character Design and Storyboarding
3	FILM 4065	Art Direction
3	FILM 4066	Visual Effects Workshop
3	FILM 4075	Facial Animation
3	FILM 4076	Character Animation
3	FILM 4077	Creative Production in Extended Reality
3	FILM 4085	Screen Adaptation

Film and TV Concentration (Professional Option)

Units	Curriculum Structure
82	Major
9	School Core Courses
7	Major Core Courses
48	Concentration Required Courses
6	Honours Project
12	Major Elective Courses
13	University Core
18	General Education
15	Free Electives
128	Total



Masterclass with film director Mr. Valentin Hitz

Units	School Core Courses
3	COMM 1015 Studies of Communication, Journalism and Film
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication
	COMM 2036 Media Design and Digital Applications

Units	Major Core Courses
3	FILM 2006 Introduction to Production
0	FILM 2008-9 Practicum I
0	FILM 3008-9 Practicum II
1	FILM 3125 Honours Project Preparation Workshop
3	FILM 4047 Film Theory and Criticism

Units	Concentration Required Courses
3	FILM 2005 History of Cinema
3	FILM 2065 Cinematography
3	FILM 2066 Reading Literature
6	FILM 2067 The Art of Script Writing
3	FILM 3006 Film Sound
3	FILM 3016 Non-Fiction Film
3	FILM 3076 Screen Acting Workshop
3	FILM 3077 The Art of Documentary Film
3	FILM 3116 The Art of Editing
3	FILM 3126 Post-Production Workshop I
3	FILM 3127 Post-Production Workshop II
3	FILM 4035 Production Management
3	FILM 4065 Art Direction
6	FILM 4086 Film Directing

Units	Honours Project
6	FILM 4878-9 Honours Project in Film and Television

Film and TV Concentration (Professional Option)

Units	Curriculum Structure
82	Major
9	School Core Courses
7	Major Core Courses
48	Concentration Required Courses
6	Honours Project
12	Major Elective Courses
13	University Core
18	General Education
15	Free Electives
128	Total

Units Major Elective Courses

3	FILM 1005	Transnational History of Animation
3	FILM 1006	Fundamentals of 2D and 3D Production
3	FILM 2007	Principles of Photo-imaging
3	FILM 2035	Fundamentals of Computer Graphics
3	FILM 2037	Fundamentals of Media Arts
3	FILM 2045	Art History
3	FILM 2047	Storytelling
3	FILM 2057	Visual Expression
3	FILM 2075	Film Stardom
3	FILM 3006	Film Sound
3	FILM 3016	Non-fiction Film
3	FILM 3025	Digital Aesthetics and Practices
3	FILM 3026	Documentary Photography
3	FILM 3027	Television Studio Production
3	FILM 3035	Chinese-language Cinema
3	FILM 3045	Creative Arts and Visual Strategy
3	FILM 3047	Hollywood Cinema
3	FILM 3066	Television Programming and Concepts

3	FILM 3067	Creative Media Management
3	FILM 3076	Screen Acting Workshop
3	FILM 3077	The Art of Documentary Film
3	FILM 3085	Film Music and Sound Design
3	FILM 3086	Independent Cinema
3	FILM 3097	Hong Kong Cinema
3	FILM 3106	Sound Design for Animation
3	FILM 3107	Interactive Graphics
3	FILM 3115	Virtual World: Design and Interaction
3	FILM 3117	Documentary Production
3	FILM 3135	The Other Cinema: Cult, Exploitation, Experimental Films
3	FILM 3136	Studies in European Cinema
3	FILM 3145	Japanese Animation
3	FILM 3146	Feeling Cinema: Memories and Future Storytelling
3	FILM 3147	Entertainment 3.0: Creative Industries and Technology
3	FILM 4006	Advanced Experimental Image Processing
3	FILM 4007	Advanced Script Writing
0	FILM 4016	Internship
3	FILM 4017	Motion Graphic Design
3	FILM 4026	East Asian Cinemas: History and Current Issues
3	FILM 4027	Special Topic in Film
3	FILM 4035	Production Management
3	FILM 4046	Advanced Cinematography
3	FILM 4055	Television and New Media
3	FILM 4056	Character Design and Storyboarding
3	FILM 4065	Art Direction
3	FILM 4066	Visual Effects Workshop
3	FILM 4075	Facial Animation
3	FILM 4076	Character Animation
3	FILM 4077	Creative Production in Extended Reality
3	FILM 4085	Screen Adaptation

Film and TV Concentration (Liberal Studies Option)

Units	Curriculum Structure
67	Major
9	School Core Courses
7	Major Core Courses
36	Concentration Required Courses
6	Honours Project
9	Major Elective Courses
13	University Core
18	General Education
30	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies of Communication, Journalism and Film
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	
		<i>Choose One from the following three courses [3 units each]</i>
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication
	COMM 2036	Media Design and Digital Applications

Units Major Core Courses

3	FILM 2006	Introduction to Production
0	FILM 2008-9	Practicum I
0	FILM 3008-9	Practicum II
1	FILM 3125	Honours Project Preparation Workshop
3	FILM 4047	Film Theory and Criticism



Masterclass with film director Mr. Tsai Ming-liang (蔡明亮)

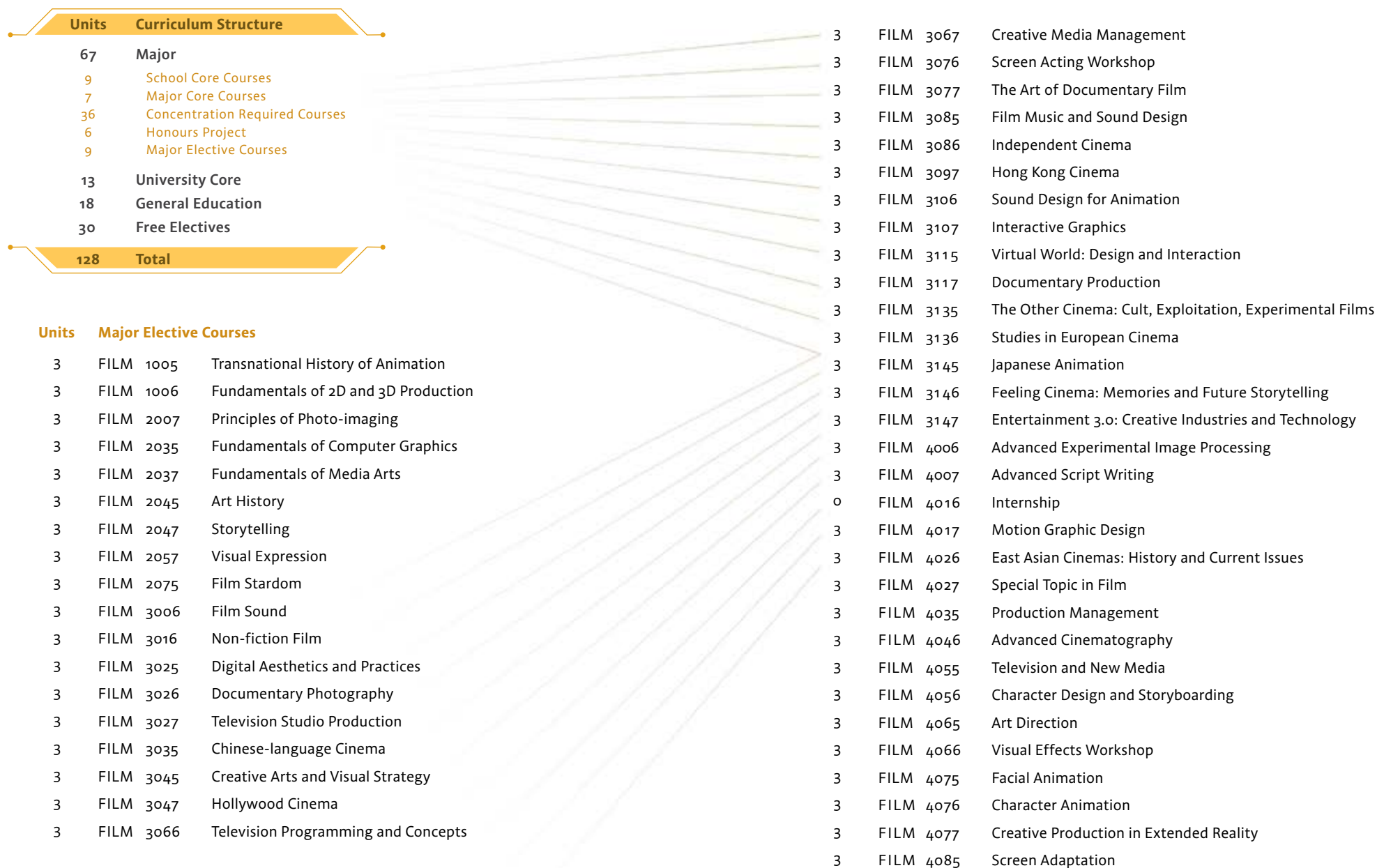
Units Concentration Required Courses

3	FILM 2005	History of Cinema
3	FILM 2065	Cinematography
3	FILM 2066	Reading Literature
6	FILM 2067	The Art of Script Writing
3	FILM 3077	The Art of Documentary Film
3	FILM 3116	The Art of Editing
3	FILM 3127	Post Production Workshop I
6	FILM 4086	Film Directing
3		<i>Choose One from the following four courses [3 units each]</i>
	FILM 3035	Chinese-language Cinema
	FILM 3047	Hollywood Cinema
	FILM 4026	East Asian Cinemas: History and Current Issues
	FILM 4037	Studies in French Cinema
3		<i>Choose One from the following four courses [3 units each]</i>
	FILM 3006	Film Sound
	FILM 3016	Non-fiction Film
	FILM 4007	Advanced Script Writing
	FILM 4046	Advanced Cinematography

Units Honours Project

6	FILM 4878-9	Honours Project in Film and Television
---	-------------	--

Film and TV Concentration (Liberal Studies Option)





High Definition TV Studio



Student animation project "Closer"



Student animation project "Shiny"



Dolby Atmos Sound Studio



Film students create Honours Project



Visitors enjoy the Graduation Screening at Tai Kwun in Central



Students join the Sitges International Fantastic Film Festival in Spain



Students join the Berlin International Film Festival in Germany

Exchange/Study Tour

Aberystwyth University, UK
Department of Theatre, Film & TV Studies

Beijing Normal University
School of Art and Communication

Hebei University of Science and Technology
The Animation College

National Taiwan University of Arts

Peking University
School of Arts

Shanghai Jiao Tong University
School of Media and Design

Shanghai Theatre Academy

Shanghai University
School of Film and TV Arts & Technology

Nanyang Technological University

Ewha Womans University

Akita International University

Kristianstad University

University of Westminster

University of the West of England-Bristol

Bowling Green State University

Some of the study tours held before are listed below

The Academy of Film organizes a series of Film and Animation Festival Tours to enhance students' competitive edge and their international/global exposure such as Sitges International Fantastic Film Festival (Barcelona, Spain), Busan International Film (Korea), Toronto Reel Asian International Film Festival (Toronto), Far East Film Festival (Udine, Italy), Bucheon International Fantastic Film Festival (Korea), Berlin International Film Festival (Berlin, Germany) etc.

Internship

TVB, Cable TV, RTHK (Subject to availability) animation & visual effect studio, corporate communication division, graphic design house, advertising agency, production house, etc.

Career Prospect

Career prospects for graduates of the Film Major include creative content industries, such as network TV, film, broadcasting, cable TV, multimedia, animation, online and interactive application development, visual graphic design and creative communication, and other sectors involved in the use of electronic image-sound media, such as public relations and advertising, IT, education, publishing, corporate communication, arts and media administration and management, and journalism.

JOUR

- Chinese Journalism Concentration
- Data and Media Communication Concentration
- International Journalism Concentration



Journalism and Digital Media Major

(JOUR)



Students visit Hong Kong News-Expo in 2019

The Journalism and Digital Media Major offers three Concentrations:

Chinese Journalism Concentration provides a professional education for students who aspire to work in the Chinese-language media. Apart from acquiring news writing and reporting skills in Chinese (Cantonese/Mandarin), students develop their analytical thinking skills by taking courses in media literacy, press law and communication research.

International Journalism Concentration prepares students for the important role of informing Hong Kong about the world and the world about Hong Kong. Developing students' writing and reporting skills in English is the core mission of the programme. Students receive a comprehensive education in the techniques of print, broadcast and multimedia journalism. Theoretical courses in media systems, global news and press law are also offered.

Data and Media Communication Concentration is jointly offered by the Department of Journalism and the Department of Computer Science. This Concentration provides students with the cutting-edge interdisciplinary knowledge and skills in data and media communication needed for the changing landscape of today's media industries. Students are equipped with the essential skills of data journalism, including news gathering, investigative reporting, data-driven storytelling and news visualization.



Programme briefing for students

Chinese Journalism Concentration

Units	Curriculum Structure
65	Major
9	School Core Courses
21	Major Core Courses
26	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
32	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies of Communication, Journalism and Film
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	Choose One from the following three courses [3 units each]
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication
	COMM 2036	Media Design and Digital Applications

Units Major Core Courses

3	JOUR 2077	Chinese News Reporting and Writing
3	JOUR 2085	English News Reporting and Writing
3	JOUR 2116	Finance and Economics for Journalists
3	JOUR 3137	Journalism and Communication Theory
3	JOUR 3157	Law and Ethics for Journalists
3	JOUR 4007	Research Methods in Communication
0	JOUR 4015	Journalism Internship
3	Choose One from the following two courses [3 units each]	
	JOUR 2087	Multimedia and Multiplatform Journalism
	JOUR 2117	Broadcast Reporting and Production



Experiential newspapers, San Po Yan and The Young Reporter, run by Journalism students

Units Concentration Required Courses

3	JOUR 2046	Advanced News and Feature Writing (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 3145	Investigative Reporting (Chinese)
2	JOUR 3245	Journalism Practicum I (Chinese)
2	JOUR 3246	Journalism Practicum II (Chinese)
3	JOUR 4005	Theory and Practice of Journalism in Greater China

For Broadcast Journalism Stream:

3	JOUR 2095	Advanced Broadcast Production
3	JOUR 3167	News Documentary
2	JOUR 3265	Journalism Practicum I (Broadcast)
2	JOUR 3295	Journalism Practicum II (Broadcast)

For Financial Journalism Stream:

3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
2	JOUR 3266	Journalism Practicum I (Finance)
2	JOUR 3267	Journalism Practicum II (Finance)

For General Stream:

3	Students are required to take two Major Elective Courses	
2	JOUR 3247	Journalism Practicum III (Chinese)
2	JOUR 3296	Journalism Practicum IV (Chinese)

Chinese Journalism Concentration

Units	Curriculum Structure
65	Major
9	School Core Courses
21	Major Core Courses
26	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
32	Free Electives
128	Total

Units Honours Project

3	JOUR 4865	Honours Project in Chinese Journalism
---	-----------	---------------------------------------

Units Major Elective Courses

3	JOUR 2046	Advanced News and Feature Writing (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 2095	Advanced Broadcast Production
3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2106	Data Visualization
3	JOUR 2125	Photojournalism and Documentary Photography
3	JOUR 3016	Political Economy for Journalists
3	JOUR 3046	Comparative Perspectives on Media
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3097	Current Hong Kong Issues for Communicators

3	JOUR 3105	Current Issues in Journalism
3	JOUR 3107	Media, Technology and Globalisation
3	JOUR 3115	Media Management
3	JOUR 3117	News Translation
3	JOUR 3135	Analytical and Opinion Writing
3	JOUR 3136	International News in a Globalized World
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
3	JOUR 3167	News Documentary
1	JOUR 3175	Contemporary Issues in Journalism
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing

Data and Media Communication Concentration

(For Financial Journalism Stream)

Units	Curriculum Structure	Units
62	Major	63
9	School Core Courses	9
21	Major Core Courses	21
17	Concentration Required Courses	27
6	Concentration Elective Courses	3
3	Honours Project	3
6	Major Elective Courses	0
13	University Core	13
18	General Education	18
35	Free Electives	34
128	Total	128

Units School Core Courses

3	COMM 1015	Studies of Communication, Journalism and Film
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	
		<i>Choose One from the following three courses [3 units each]</i>
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication
	COMM 2036	Media Design and Digital Applications

Units Major Core Courses

3	JOUR 2077	Chinese News Reporting and Writing
3	JOUR 2085	English News Reporting and Writing
3	JOUR 2116	Finance and Economics for Journalists
3	JOUR 3137	Journalism and Communication Theory
3	JOUR 3157	Law and Ethics for Journalists
3	JOUR 4007	Research Methods in Communication
0	JOUR 4015	Journalism Internship
3		<i>Choose One from the following two courses [3 units each]</i>
	JOUR 2087	Multimedia and Multiplatform Journalism
	JOUR 2117	Broadcast Reporting and Production

Units Concentration Required Courses

3	COMP 2865	Fundamentals of Data Analysis and Management
3	COMP 3115	Exploratory Data Analysis and Visualization
1	COMP 3925	Data Analysis Studio
3	ITEC 2016	Data-driven Visualization for the Web
2	JOUR 3155	Investigative Reporting for Data and Media Communication
3	JOUR 4046	Integrated Data-driven Storytelling
2		<i>Choose One out of the following two courses:</i>
	JOUR 3245	Journalism Practicum I (Chinese)
	JOUR 3255	Journalism Practicum I (English)
		<i>For Financial Journalism Stream:</i>
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
2	JOUR 3266	Journalism Practicum I (Finance)
2	JOUR 3267	Journalism Practicum II (Finance)

Units Concentration Elective Courses

3	COMP 4015	Artificial Intelligence and Machine Learning
3	COMP 4027	Data Mining and Knowledge Discovery
3	COMP 4045	Human-Computer Interaction
3	COMP 4075	Social Computing and Web Intelligence
3	COMP 4909	Data Media Project II
3	COMP 7930	Big Data Analysis
3	JOUR 2087	Multimedia and Multiplatform Journalism
3	JOUR 2105	Visual Journalism
3	JOUR 2117	Broadcast Reporting and Production
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3115	Media Management
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in China

Any course approved by the Department of Computer Science and Department of Journalism.

Data and Media Communication Concentration

(For Financial Journalism Stream)

Units	Curriculum Structure	Units
62	Major	63
9	School Core Courses	9
21	Major Core Courses	21
17	Concentration Required Courses	27
6	Concentration Elective Courses	3
3	Honours Project	3
6	Major Elective Courses	0
13	University Core	13
18	General Education	18
35	Free Electives	34
128	Total	128



New media classroom

Units Honours Project

3 JOUR 4855 Honours Project in Data and Media Communication

Units Major Elective Courses

3 JOUR 2046 Advanced News and Feature Writing (Chinese)
 3 JOUR 2076 Data Journalism
 3 JOUR 2095 Advanced Broadcast Production
 3 JOUR 2096 Advanced News and Feature Writing (English)
 3 JOUR 2097 Advanced News and Feature Writing (Finance)
 3 JOUR 2106 Data Visualization
 3 JOUR 2125 Photojournalism and Documentary Photography
 3 JOUR 3016 Political Economy for Journalists
 3 JOUR 3046 Comparative Perspectives on Media
 3 JOUR 3047 News Anchoring
 3 JOUR 3057 Finance and Investment
 3 JOUR 3075 Economics for Financial Journalists
 3 JOUR 3095 Business and Financial News Reporting in English
 3 JOUR 3096 Current Affairs and News Analysis
 3 JOUR 3097 Current Hong Kong Issues for Communicators

3 JOUR 3105 Current Issues in Journalism
 3 JOUR 3107 Media, Technology and Globalisation
 3 JOUR 3115 Media Management
 3 JOUR 3117 News Translation
 3 JOUR 3135 Analytical and Opinion Writing
 3 JOUR 3136 International News in a Globalized World
 3 JOUR 3145 Investigative Reporting (Chinese)
 3 JOUR 3146 Investigative Reporting (English)
 3 JOUR 3147 Investigative Reporting (Finance)
 3 JOUR 3165 Unlocking Finance
 3 JOUR 3166 Strategic Investments and Contemporary Economics
 3 JOUR 3167 News Documentary
 1 JOUR 3175 Contemporary Issues in Journalism
 3 JOUR 3285 Financial Data and Market Sentiment Analysis
 3 JOUR 3286 Reporting Business and Financial News in Chinese
 3 JOUR 3287 Social Media Content Management
 3 JOUR 4005 Theory and Practice of Journalism in Greater China
 3 JOUR 4017 China Reporting and Writing

International Journalism Concentration

Units	Curriculum Structure
65	Major
9	School Core Courses
21	Major Core Courses
26	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
32	Free Electives
128	Total



Students at the Global Media Forum in Germany

Units	School Core Courses
3	COMM 1015 Studies of Communication, Journalism and Film
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication
	COMM 2036 Media Design and Digital Applications

Units	Major Core Courses
3	JOUR 2077 Chinese News Reporting and Writing
3	JOUR 2085 English News Reporting and Writing
3	JOUR 2116 Finance and Economics for Journalists
3	JOUR 3137 Journalism and Communication Theory
3	JOUR 3157 Law and Ethics for Journalists
3	JOUR 4007 Research Methods in Communication
0	JOUR 4015 Journalism Internship
3	<i>Choose One from the following two courses [3 units each]</i>
	JOUR 2087 Multimedia and Multiplatform Journalism
	JOUR 2117 Broadcast Reporting and Production

Units	Concentration Required Courses
3	JOUR 2076 Data Journalism
3	JOUR 2096 Advanced News and Feature Writing (English)
3	JOUR 3136 International News in a Globalized World
3	JOUR 3146 Investigative Reporting (English)
2	JOUR 3255 Journalism Practicum I (English)
2	JOUR 3256 Journalism Practicum II (English)
	<i>For Broadcast Journalism Stream:</i>
3	JOUR 2095 Advanced Broadcast Production
3	JOUR 3167 News Documentary
2	JOUR 3265 Journalism Practicum I (Broadcast)
2	JOUR 3295 Journalism Practicum II (Broadcast)
	<i>For Financial Journalism Stream:</i>
3	JOUR 3165 Unlocking Finance
3	JOUR 3166 Strategic Investments and Contemporary Economics
2	JOUR 3266 Journalism Practicum I (Finance)
2	JOUR 3267 Journalism Practicum II (Finance)
	<i>For General Stream: 5 Students are required to take two Major Elective Courses</i>
2	JOUR 3257 Journalism Practicum III (English)
2	JOUR 3297 Journalism Practicum IV (English)

International Journalism Concentration

Units	Curriculum Structure
65	Major
9	School Core Courses
21	Major Core Courses
26	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
32	Free Electives
128	Total

Units Honours Project

3	JOUR 4885	Honours Project in International Journalism
---	-----------	---

Units Major Elective Courses

3	JOUR 2046	Advanced News and Feature Writing (Chinese)
3	JOUR 2076	Data Journalism
3	JOUR 2095	Advanced Broadcast Production
3	JOUR 2096	Advanced News and Feature Writing (English)
3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2106	Data Visualization
3	JOUR 2125	Photojournalism and Documentary Photography
3	JOUR 3016	Political Economy for Journalists
3	JOUR 3046	Comparative Perspectives on Media
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3097	Current Hong Kong Issues for Communicators

3	JOUR 3105	Current Issues in Journalism
3	JOUR 3107	Media, Technology and Globalisation
3	JOUR 3115	Media Management
3	JOUR 3117	News Translation
3	JOUR 3135	Analytical and Opinion Writing
3	JOUR 3136	International News in a Globalized World
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
3	JOUR 3166	Strategic Investments and Contemporary Economics
3	JOUR 3167	News Documentary
1	JOUR 3175	Contemporary Issues in Journalism
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing



Students learn how to produce television news



Journalism graduates shine at various Press Awards



Hackathon competition 2019



Students go to Taiwan in January 2020 to cover the presidential election



Students on a study tour to Rwanda in 2019

Exchange/Reporting Tour

The Department of Journalism encourages its students to take an exchange semester at an overseas university, and also welcomes their counterparts from overseas to our classes. Exchange programmes are arranged at three levels: University-wide, School and Departmental level. School and Department exchanges usually allow J-students to study at the partner university similar subjects to those they would take here so that the credit units can be transferred, and they will graduate at the normal time. Furthermore, students can join overseas reporting tours so that they can have opportunities to report news outside Hong Kong. In the past, the Department led students to Taiwan, Myanmar, North Korea, Germany, Spain, Africa, etc.

Internship

The Department works closely with the industry to arrange internship positions for our undergraduate students. The internship normally lasts for at least two months at the end of the third year. The internship usually runs from early June to the end of August but some employers may require slightly different periods. Employers will be invited to report on students' performance, and students will also be asked to report on the internship.



Students gain real-life working experience through internships

Summer Internship Organization Lists

(Subject to the availability of internship positions offered to the Department.)

Agence France-Presse	Hong Kong Commercial Broadcasting Co. Ltd	Phoenix Satellite Television
Associated Press	Hong Kong Economic Journal	Quartz Asia
Television News	Hong Kong In-Media	Radio Television Hong Kong
Billboard Radio China	Hong Kong Living Magazine	South China Morning Post
Cable TV	Initium Media	Stand News
Consumer Council	Metro Daily	The New York Times
Fevaworks Solutions	Metro Radio	The Nikkei
Government Information Services Department	Ming Pao	The Standard
HK01	Now TV	Thomson Reuters Hong Kong Ltd

Career Prospect

Many graduates of Journalism Major become reporters, editors, correspondents and producers in print, electronic and online media. Others move into related fields such as public relations, marketing, business and commerce, government service and education. Some pursue further studies in Hong Kong or overseas. We have a good number of winners of prestigious media awards and scholarships for postgraduate studies abroad.

Visit JOUR at <http://jour.hkbu.edu.hk>

PRA

- Advertising and Branding Concentration
- Organizational Communication Concentration
- Public Relations Concentration



Public Relations and Advertising Major

(PRA)

The Public Relations and Advertising Major offers three Concentrations: Advertising and Branding Concentration, Organizational Communication Concentration and Public Relations Concentration. Advertising and Branding Concentration offers training in strategic planning, brand storytelling and concept expression. It prepares students to present ideas in an innovative and socially responsible way for effective brand communication and promotions. Organizational Communication Concentration offers training in knowledge integration and creation, the development of expressive and analytical skills, critical thinking, team building, as well as decision-making and problem-solving abilities. Students of Public Relations Concentration will acquire both the critical understanding and relevant skills to develop successful careers in corporate communication, public affairs, social responsibility, media relations, crisis communication and digital public relations across different sectors (i.e. business, government or non-profit organizations).



Students of PRAO 3056 cooperate with Eldage on a campaign project

PRA Campaign Competition 2018



Advertising and Branding Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
21	Major Core Courses
25	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
33	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies of Communication, Journalism and Film
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	
		<i>Choose One from the following three courses [3 units each]</i>
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication
	COMM 2036	Media Design and Digital Applications

Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAO 2007	Principles and Practices of Advertising
3	PRAO 2015	Principles and Practices of Public Relations
3	PRAO 2046	Internal Communication and Employee Engagement
3	PRAO 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056	Campaign Planning and Management



Students of PRAO 3046 work with Cancerinformation.com.hk on a service learning project

Units Concentration Required Courses

3	PRAO 3005	Content Creation in Advertising
3	PRAO 3007	Advertising Design and Visualization
3	PRAO 3046	Audience Measurement and Engagement
1	PRAO 3106	Strategic Communication Internship and Practicum
3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4056	Creative Brand Expression
3	PRAO 4085	Data Analytics and Visualization for Branding
3		<i>Choose One from the following two courses [3 units each]</i>
	PRAO 4065	Advanced Quantitative Communication Research
	PRAO 4006	Advanced Qualitative Communication Research

Units Honours Project

3	PRAO 4895	Public Relations and Advertising Honours Project
---	-----------	--

Advertising and Branding Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
21	Major Core Courses
25	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
33	Free Electives
128	Total

Units Major Elective Courses

3	COMM 2026	Human Communication
3	PRAO 2026	Organization Communication Issues and Processes
3	PRAO 2036	Group Communication
3	PRAO 2037	Interpersonal Communication
3	PRAO 2045	Interviewing
3	PRAO 2047	Advanced Media Design for Corporate Communication
3	PRAO 2055	Programming for Digital Communication
3	PRAO 3017	Digital Public Relations
3	PRAO 3027	Digital Audio and Video Production
3	PRAO 3035	Public Relations Writing
3	PRAO 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO 3065	Organizational Event Planning and Management
3	PRAO 3066	Writing for Professional Communication
3	PRAO 3067	Health Communication
3	PRAO 3075	Intercultural Communication
3	PRAO 3076	Communication Training for Organizations

3	PRAO 3085	Social Media @ Work
3	PRAO 4006	Advanced Qualitative Communication Research
3	PRAO 4016	Strategic Issues and Crisis Management
3	PRAO 4027	Financial Public Relations
3	PRAO 4036	Social Communication and Advertising
3	PRAO 4045	Advanced Public Relations Writing
3	PRAO 4047	Service Experiences & Luxury Branding
3	PRAO 4057	Organizational Decision Making and Problem Solving
3	PRAO 4065	Advanced Quantitative Communication Research
3	PRAO 4066	Leadership Communication
3	PRAO 4067	Communication Entrepreneurship
3	PRAO 4075	Comprehensive Management Trainee Assessment
3	PRAO 4076	Conflict and Negotiation
3	PRAO 4077	Special Topics in Communication Studies
3	PRAO 4087	Algorithm and Communication

Organizational Communication Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
21	Major Core Courses
28	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
30	Free Electives
128	Total



ORGC students present their Honours Project

Units	School Core Courses
3	COMM 1015 Studies of Communication, Journalism and Film
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication
	COMM 2036 Media Design and Digital Applications

Units	Major Core Courses
3	COMM 2006 Communication Theory (Communication Studies)
3	COMM 2007 Communication Research Method (Communication Studies)
3	PRAO 2007 Principles and Practices of Advertising
3	PRAO 2015 Principles and Practices of Public Relations
3	PRAO 2046 Internal Communication and Employee Engagement
3	PRAO 3015 Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056 Campaign Planning and Management

Units	Concentration Required Courses
3	PRAO 2026 Organizational Communication Issues and Processes
3	PRAO 2047 Advanced Media Design for Corporate Communication
3	PRAO 2055 Programming for Digital Communication
3	PRAO 3066 Writing for Professional Communication
1	PRAO 3106 Strategic Communication Internship and Practicum
3	PRAO 4066 Leadership Communication
3	PRAO 4086 Data Analytics and Visualization for Corporate Communication
6	<i>Choose Two from the following six courses [3 units each]</i>
	PRAO 3067 Health Communication
	PRAO 3076 Communication Training for Organizations
	PRAO 3085 Social Media @ Work
	PRAO 4057 Organizational Decision Making and Problem Solving
	PRAO 4077 Special Topics in Communication Studies
	PRAO 4087 Algorithm and Communication
3	<i>Choose One from the following two courses [3 units each]</i>
	PRAO 4065 Advanced Quantitative Communication Research
	PRAO 4006 Advanced Qualitative Communication Research

Organizational Communication Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
21	Major Core Courses
28	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
30	Free Electives
128	Total

Units Honours Project

3	PRAO 4885	Organizational Communication Honours Project
---	-----------	--

Units Major Elective Courses

3	COMM 2026	Human Communication
3	JOUR 3287	Social Media Content Management
3	PRAO 2036	Group Communication
3	PRAO 2037	Interpersonal Communication
3	PRAO 2045	Interviewing
3	PRAO 3005	Content Creation in Advertising
3	PRAO 3007	Advertising Design and Visualization
3	PRAO 3017	Digital Public Relations
3	PRAO 3027	Digital Audio and Video Production
3	PRAO 3035	Public Relations Writing
3	PRAO 3046	Audience Measurement and Engagement
3	PRAO 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO 3065	Organizational Event Planning and Management
3	PRAO 3067	Health Communication
3	PRAO 3075	Intercultural Communication

3	PRAO 3076	Communication Training for Organizations
3	PRAO 3085	Social Media @ Work
3	PRAO 4006	Advanced Qualitative Communication Research
3	PRAO 4016	Strategic Issues and Crisis Management
3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4027	Financial Public Relations
3	PRAO 4036	Social Communication and Advertising
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4045	Advanced Public Relations Writing
3	PRAO 4047	Service Experiences & Luxury Branding
3	PRAO 4056	Creative Brand Expression
3	PRAO 4057	Organizational Decision Making and Problem Solving
3	PRAO 4065	Advanced Quantitative Communication Research
3	PRAO 4067	Communication Entrepreneurship
3	PRAO 4075	Comprehensive Management Trainee Assessment
3	PRAO 4076	Conflict and Negotiation
3	PRAO 4077	Special Topics in Communication Studies

Public Relations Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
21	Major Core Courses
25	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
33	Free Electives
128	Total



PRA Students Practicum: To develop a campaign for promoting ONFIRE.HK

Units	School Core Courses
3	COMM 1015 Studies of Communication, Journalism and Film
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication
	COMM 2036 Media Design and Digital Applications

Units	Major Core Courses
3	COMM 2006 Communication Theory (Communication Studies)
3	COMM 2007 Communication Research Method (Communication Studies)
3	PRAO 2007 Principles and Practices of Advertising
3	PRAO 2015 Principles and Practices of Public Relations
3	PRAO 2046 Internal Communication and Employee Engagement
3	PRAO 3015 Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056 Campaign Planning and Management

Units	Concentration Required Courses
3	PRAO 3017 Digital Public Relations
3	PRAO 3035 Public Relations Writing
3	PRAO 3046 Audience Measurement and Engagement
3	PRAO 3047 Corporate Social Responsibility and Stakeholder Engagement
1	PRAO 3106 Strategic Communication Internship and Practicum
3	PRAO 4016 Strategic Issues and Crisis Management
3	PRAO 4045 Advanced Public Relations Writing
3	<i>Choose One from the following two courses [3 units each]</i>
	PRAO 4006 Advanced Qualitative Communication Research
	PRAO 4065 Advanced Quantitative Communication Research
3	<i>Choose One from the following two courses [3 units each]</i>
	PRAO 4085 Data Analytics and Visualization for Branding
	PRAO 4086 Data Analytics and Visualization for Corporate Communication

Units	Honours Project
3	PRAO 4895 Public Relations and Advertising Honours Project

Public Relations Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
21	Major Core Courses
25	Concentration Required Courses
3	Honours Project
6	Major Elective Courses
13	University Core
18	General Education
33	Free Electives
128	Total

Units Major Elective Courses

3	COMM 2026	Human Communication
3	PRAO 2026	Organizational Communication Issues and Processes
3	PRAO 2036	Group Communication
3	PRAO 2037	Interpersonal Communication
3	PRAO 2045	Interviewing
3	PRAO 2055	Programming for Digital Communication
3	PRAO 2047	Advanced Media Design for Corporate Communication
3	PRAO 3005	Content Creation in Advertising
3	PRAO 3007	Advertising Design and Visualization
3	PRAO 3027	Digital Audio and Video Production
3	PRAO 3065	Organizational Event Planning and Management
3	PRAO 3066	Writing for Professional Communication
3	PRAO 3067	Health Communication
3	PRAO 3075	Intercultural Communication
3	PRAO 3076	Communication Training for Organizations
3	PRAO 3085	Social Media @ Work
3	PRAO 4006	Advanced Qualitative Communication Research

3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4027	Financial Public Relations
3	PRAO 4036	Social Communication and Advertising
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4047	Service Experiences & Luxury Branding
3	PRAO 4056	Creative Brand Expression
3	PRAO 4057	Organizational Decision Making and Problem Solving
3	PRAO 4065	Advanced Quantitative Communication Research
3	PRAO 4066	Leadership Communication
3	PRAO 4067	Communication Entrepreneurship
3	PRAO 4075	Comprehensive Management Trainee Assessment
3	PRAO 4076	Conflict and Negotiation
3	PRAO 4077	Special Topics in Communication Studies
3	PRAO 4087	Algorithm and Communication



Students visit an international PR agency, SPREAD Vienna, in Austria



ORGC Student Practicum: Roundtable



PRA students receive awards at the HK4As Students' Award 2019



Inauguration of The Young Agency (TYA)



Students can explore their creativity in the well established computer laboratory



PRA students join the Sydney Study Tour in 2020



ORGC Student Practicum: To organize an event for Enlighten-Action for Epilepsy

Exchange/Study Tour

Some of the study tours held are listed below

- 1 - 10 Jan 2020 8-day Sydney Study Tour
- 20 - 28 May 2019 9-day Russia Study Tour
- 26 May - 2 Jun 2019 8-day Vienna / Prague Study Tour
- 6 - 11 Jan 2018 6-day Tokyo Study Tour
- 18 - 26 May 2017 9-day Amsterdam & Rotterdam, the Netherlands Study Tour
- 4 - 9 Jan 2017 6-day Dubai Study Tour
- 25 - 29 May 2016 5-day Seoul Study Tour
- 6 - 10 Jan 2015 5-day Osaka Study Tour
- 9 - 12 Jan 2013 4-day Seoul Study Tour
- 4 - 7 Jan 2012 4-day Bangkok Study Tour

Internship

An Internship Coordinator is assigned to communicate with potential employers for the provision of internship opportunities to our students. The internship offers usually provide a basic salary and specialized training/practices in related area.

Internship Company Lists

- | | | |
|---|-------------------------------------|---|
| Bole Capital Group Ltd. | Golin Hong Kong | Leisure and Cultural Services Department - Music Office |
| Bride Union Co. Ltd. (HK) | Guru Online - AdBeyond (Group) Ltd. | Petrie PR |
| Brothers and Sisters in Christ Foundation | Hans Andersen Club | Publicis Media |
| Burson Cohn & Wolfe, Shanghai | Hill + Knowlton | Sinclair Communication |
| Burson-Marsteller (HK) | Hong Kong Airlines Ltd. | UNICEF |
| Dynamic Duo PR | ICAC | Weber Shandwick Consumer Practice |

Career Prospect

Careers options are available in strategic communication departments of organizations as well as in PR firms and advertising agencies e.g. agency account directors, corporate communication directors, public affair managers, corporate social responsibility managers, media relations managers, copywriters, art directors, media planners, marketing communication specialists, digital marketing specialists, content managers/creators, brand consultants, management trainees and entrepreneurs.

Academic Advising Scheme

The academic advising scheme offers individual advices to each student by faculty advisors, and also provides academic advice to help students explore their aptitude and interests before choosing Concentrations.

Learning Outcomes

After receiving academic advices from advisors, students are expected:

- to understand the School of Communication and Film and its programmes and facilitate their selection of Concentrations.
- to obtain guidance in course selection related to their career planning.
- to obtain guidance about academic as well as non-academic issues such as curriculum structure, internship, and study tours etc.

Details

- About 50 faculty members will serve as advisors. Each advisor will be assigned 3 to 4 students as their advisees.
- To better cater for student needs, students are expected to meet with their advisors at least 6 hours in an academic year.

Actions for students

- In mid-October, check your advisor's name and contact details via BUniPort at HKBU website.
Path: Profile > My Profile > Student Record and Personal Particulars
- Usually advisors will invite a group of advisees to have lunch gathering via email. So don't miss this free lunch opportunity.
- Respond to your advisor's invitations.
- Make appointment to meet with your advisor.

Office of Admissions and Academic Advising

Coordinators

Dr. KOVACIC, Mateja

Dr. HUANG, Michelle

Dr. ZHANG, Yin

Officer

Ms. Sherine TAM

sherine@hkbu.edu.hk

3411-7492

Phone: 3411-5200

Email: commadmission@hkbu.edu.hk

Website: www.comm.hkbu.edu.hk



Academic advising to Year 1 students

Staff List

School Office

Dean		
Prof. HUANG Yu	So3033@hkbu.edu.hk	3411-7382
Associate Deans		
Prof. Kara CHAN	karachan@hkbu.edu.hk	3411-7836
Prof. Cherian GEORGE	cherian@hkbu.edu.hk	3411-7834
Prof. Steve Guo	guo@hkbu.edu.hk	3411-5179

Department Heads and Directors

Academy of Film		
Prof. Eva MAN	evaman@hkbu.edu.hk	3411-8128
Department of Communication Studies		
Prof. Vivian SHEER	vsheer@hkbu.edu.hk	3411-7223
Department of Journalism		
Prof. C.K. LAU	ck-lau@hkbu.edu.hk	3411-2396

Department Secretaries

Academy of Film		
Ms. Carmen CHENG	carmenc@hkbu.edu.hk	3411-7395
Ms. Agnes KWOK	oilamkwok@hkbu.edu.hk	3411-8065
Department of Communication Studies		
Ms. Mimi YIP	mimiyip@hkbu.edu.hk	3411-7832
Ms. Nicola LUK	nicola_luk@hkbu.edu.hk	3411-7224
Department of Journalism		
Ms. Melody LAU	melodylau@hkbu.edu.hk	3411-7889
Ms. Amy NG	sintung@hkbu.edu.hk	3411-7490

Programme Director

Bachelor of Communication (Honours) Programme		
Ms. Bonnie CHIU	bchiu@hkbu.edu.hk	3411-5080

Concentrations Programme Directors

Film Major (FILM)

Animation and Media Arts Concentration		
Mr. Michael ROBINSON	mikerobinson@hkbu.edu.hk	3411-8021
Film and Television Concentration		
Mr. Yimin CHEN	cymfilm@hkbu.edu.hk	3411-2445

Journalism and Digital Media Major (JOUR)

Chinese Journalism Concentration		
Ms. Bonnie CHIU	bchiu@hkbu.edu.hk	3411-5080
Data and Media Communication Concentration		
Dr. ZHANG Yin	zhangyin@hkbu.edu.hk	3411-8161
International Journalism Concentration		
Ms. Robin EWING	ewing@hkbu.edu.hk	3411-2547

Public Relations and Advertising Major (PRA)

Advertising and Branding Concentration		
Prof. Kineta HUNG	kineta@hkbu.edu.hk	3411-7227
Organizational Communication Concentration		
Dr. Timothy FUNG	tfung@hkbu.edu.hk	3411-7381
Public Relations Concentration		
Dr. Angela MAK	angelamak@hkbu.edu.hk	3411-7226

Academic Calendar 2021

AUG

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Enrolment (New Undergraduate Students)	14 - 17	1	2	3	4	5	6
Orientation Activities (New Undergraduate Students)	17/8 - 3/9	8	9	10	11	12	13
Course Pre-registration (New Undergraduate Students)	18 - 20	15	16	17	18	19	20
Course Registration (New Taught Postgraduate Students)	27 - 30	22	23	24	25	26	27

SEP

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Academic Year / First Semester Begins					1	2	3
New Faculty and Staff Orientation	1	5	6	7	8	9	10
Orientation and Registration (New Research Postgraduate Students)		12	13	14	15	16	17
Exchange Student Orientation	2 - 3	19	20	21	22	23	24
First Semester / Trimester I Classes Begin							25
First Day to Add / Drop Courses (1 st Semester / Trimester I)	6	22	The Day Following The Mid-Autumn Festival				
66 th Convocation	7						
First Semester / Trimester I Tuition Payment Due Date (Returning Students)	8						
Continuing Education School Board Meeting	15						
Last Day to Add / Drop Courses (1 st Semester / Trimester I)	18						
Senate Meeting	27						

OCT

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Arts Faculty Board Meeting	4					1	2	
Business School Board Meeting	5	3	4	5	6	7	8	
Social Sciences Faculty Board Meeting	7	10	11	12	13	14	15	
Communication School Board Meeting	8	17	18	19	20	21	22	
Christian Emphasis Week	10 - 16	24	25	26	27	28	29	
Council Meeting	12	31						
Tuition Payment Due Date (New Students) — Balance Payment for First Semester	13		1	National Day				
Science Faculty Board Meeting	19							
Chinese Medicine School Board Meeting	22							
Information Day for Undergraduate Admission (2022 Entry)	23			14	Chung Yeung Festival			

NOV

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Trimester II Tuition Payment Due Date	10	1	2	3	4	5	6
62 nd Commencement	15 - 22	7	8	9	10	11	12
Court Meeting		14	15	16	17	18	19
Continuing Education School Board Meeting		21	22	23	24	25	26
Trimester I Examinations	22/11 - 4/12	28	29	30			
Visual Arts Academy Board Meeting	24						
Communication School Board Meeting	26						
Arts Faculty Board Meeting	29						

DEC

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Social Sciences Faculty Board Meeting	2				1	2	3
Last Day of Classes (1 st Semester)	4	5	6	7	8	9	10
Senate Meeting		12	13	14	15	16	17
Trimester II Classes Begin		19	20	21	22	23	24
First Day to Add / Drop Courses (Trimester II)		26	27	28	29	30	31
Business School Board Meeting							
Science Faculty Board Meeting							
First Semester Examinations	9 - 22						
Council Meeting	14						
Second Semester Tuition Payment Due Date	15						
Last Day to Add / Drop Courses (Trimester II)	18						

善衡校園 Ho Sin Hang Campus (HSHC)

圖例 Legend

-  行人入口
Pedestrian Entrance
-  公共巴士站
Bus Stop
-  港鐵站
MTR Station
-  車輛入口
Vehicular Entrance
-  公共小巴士站
Public Light Bus Stop

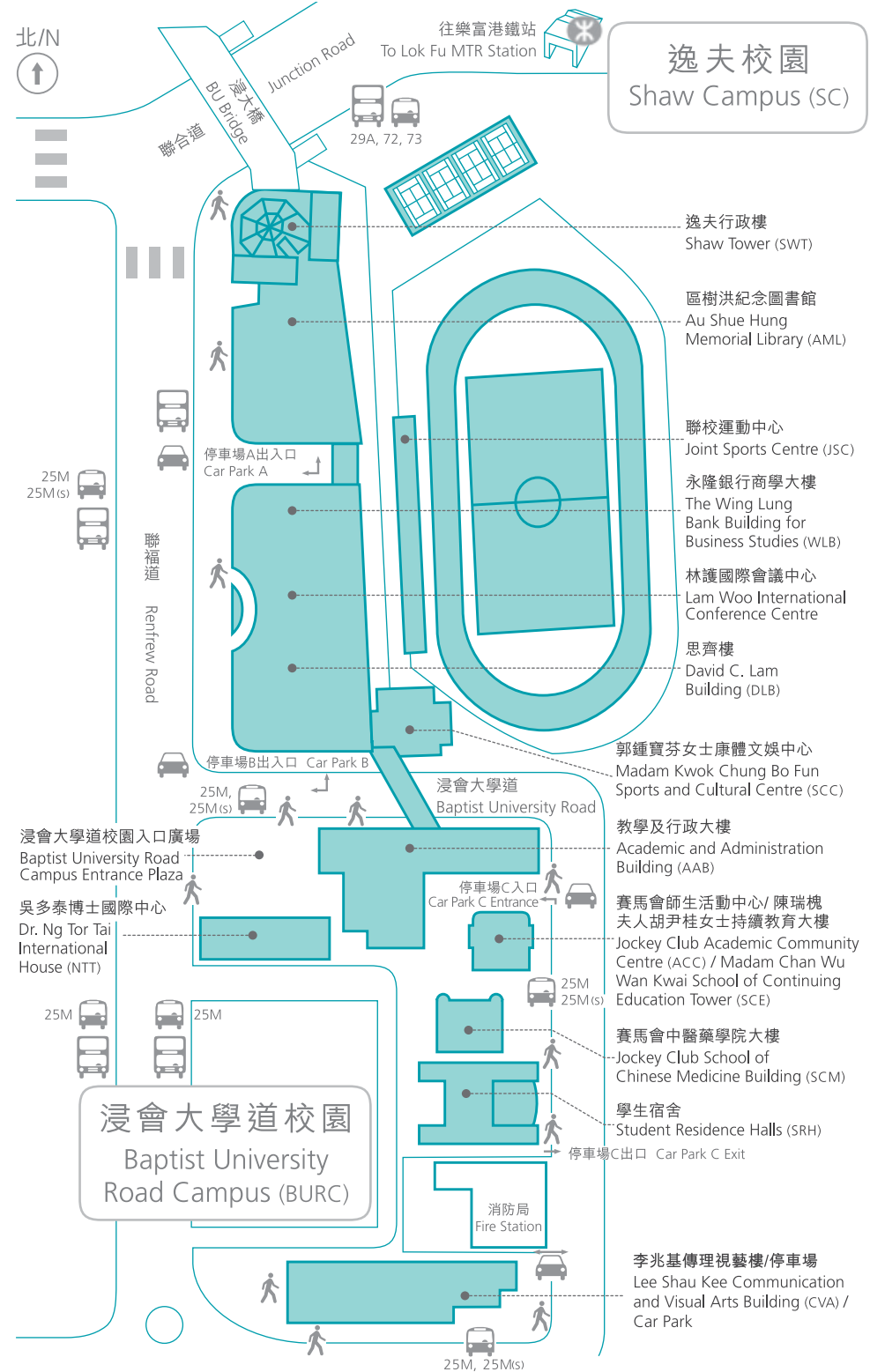
* 此兩座大樓的房間編號英文字首均為 AST
A common room code AST is adopted to all the rooms in these two buildings

北/N
↑



< Map information as of January 2021 >

北/N
↑



School Motto

Truth is virtue
唯真為善

