

Bachelor of Communication (Honours) Programme Student Handbook

**Hong Kong Baptist University
School of Communication**

Academic Year 2022-2023



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The view of Communication and Visual Arts Building

School of Communication

The School of Communication at Hong Kong Baptist University was originally founded in 1968. It provides a comprehensive range of programmes in communication available in Hong Kong at the undergraduate and postgraduate level.

Within the four-year undergraduate curriculum for the Bachelor of Communication (Honours) Programme, the School offers three choices of major to follow the General Education and core communications courses. Housed in a purpose-built building, the School has an efficient allocation of teaching and learning resources as well as access to the latest equipment. The newly built MUSES 104, the first immersive room in Hong Kong; the AI and Media Research Lab and VR room, etc. will greatly benefit faculty and students in their research and creative work.

Home to some 35 research faculty and 40 PhD students, the School of Communication has been rated Hong Kong's leading institution for communication/media research outputs in Research Assessment Exercise (RAE) 2020 conducted by the University Grants Committee (UGC) of Hong Kong.

The School maintains close connections with Hong Kong's media and creative industries. Given its long history and influence, it is not surprising that many of the most senior positions in these industries are occupied by its alumni with outstanding accomplishments. These relationships established a strong reputation for the School, as well as being a fountain of knowledge for current students to acquire expertise and offering networking opportunities for alumni.

Admission

The Bachelor of Communication programme offers three majors, namely :

- Game Design and Animation Major (GDA)
- Journalism and Digital Media Major (JOUR & DM)
- Public Relations and Advertising Major (PRA)

Broad-based Admission

JOUR & DM and PRA Majors adopt broad-based admission. Students study University core courses, General Education courses, School Core courses and Free Elective courses in Year One, Semester One. Students will be allocated to JOUR & DM or PRA Majors in Year One, Semester Two based on the following criteria.

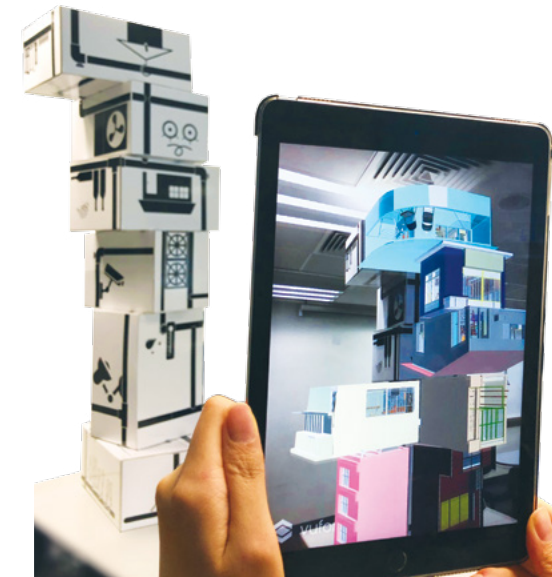
Route of Entrance	Criteria
Students admitted with HKDSE/JEE result	<ul style="list-style-type: none">■ HKDSE/JEE Result (40%)■ Subject score of course COMM1015 , Studies in Communication, Media, and Journalism (20%)■ Students' choice preference (30%)■ School's allocation (10%)
Students admitted with other academic result	<ul style="list-style-type: none">■ Subject score of Studies in Communication, Media, and Journalism (30%)■ Students' choice preference (50%)■ School's allocation (20%)

HKDSE: Hong Kong Diploma of Secondary Education Examination

JEE : Joint Entrance Examination for Universities in Mainland China (Gaokao)

Programme-based Admission

GDA Major adopts programme-based admission. i.e. students are admitted directly into this programme in Year One, Semester One.



Interactive project "Block"

About the Programmes

Graduation Requirement under 4-Year Curriculum

Units	Curriculum Structure
9	School Core
15 - 61	Major Core
0 - 37	Concentration
6 - 12	Major Elective
13	University Core
18	General Education
15 - 33	Free Electives
128	Total

University Core

Units	Subjects
6	University English I and II
3	University Chinese
2	Healthy Lifestyle
2	The 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 33 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 in Communication, Media, and Journalism
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, 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 QR code



Rank 43 by Communication and Media Studies subject in QS World University Ranking 2022



Rank 47 in QS World University Ranking 2022

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

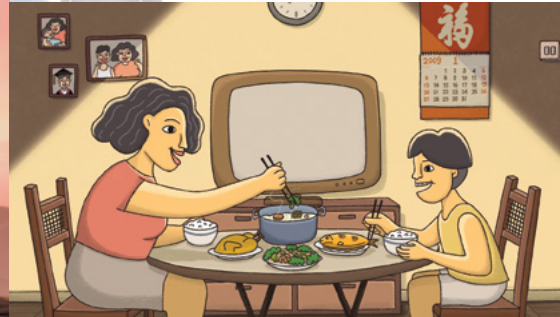
The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the School of Journalism, The University of Missouri (MU), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. HKBU students will 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 QR code



GDA

Game Design and Animation Major



Game Design and Animation Major (GDA)

The Game Design and Animation Major offers a coherent curriculum with dual emphasis on both game design and computer animation for students who are looking for professional and interdisciplinary holistic learning experience to equip themselves for digital entertainment industry and postgraduate study. The curriculum comprises fundamental courses in game design and animation; from drawing and animating for storytelling to coding, programming and mathematical concepts behind them, as well as social and historical studies of game design and animation. Moreover, students can further develop their expertise in senior years through specialization in either Advanced Game Design Stream or Advanced Animation Stream to deepen their knowledge and skills for the preparation of their Final Year Honours Projects.



Student platform game "Fungus Purification"



2022 Animation and Media Arts Graduation Exhibition



Student hybrid animation "Tango On"

Game Design and Animation Major

Units	Curriculum Structure
82	Major
9	School Core Courses
61	Major Core Courses
12	Major Elective Courses
13	University Core
18	General Education
15	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
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



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

Units Major Core Courses

3	FILM 2006	Introduction to Production
3	FILM 4047	Film Theory and Criticism
3	GAME 1005	Fundamentals of Animation for Game Design and Film
3	GAME 1006	Transcultural Studies of Game
3	GAME 2005	Drawing
3	GAME 2006	Fundamentals of Programming for Game Design and Animation
3	GAME 2007	Game and Animation Production Workshop
0	GAME 2008-9	Practicum I
3	GAME 2015	Game Narrative and Storyboarding
3	GAME 2016	Mathematical Foundation of Game Design and Animation
3	GAME 2017	Transcultural Studies of Animation
3	GAME 3005	2D Platform Game Programming
3	GAME 3006	Body Mechanics
3	GAME 3007	Game Art and Visual Expression
0	GAME 3008-9	Practicum II
3	GAME 3015	Sound Design for Game and Animation
1	GAME 3045	Honours Project Preparation Workshop
3	GAME 4005	Character Design and Rigging
		<i>For Advanced Animation stream:</i>
3	GAME 4016	Lighting, Rendering and Style
3	GAME 4017	Motion Graphic Design
3	GAME 4025	Performance Animation
		<i>For Advanced Game Design stream:</i>
3	GAME 4006	3D Game World Programming
3	GAME 4007	AI for Game Design
3	GAME 4015	Game Physics, Dynamics, and Simulation
		Honours Project
6	GAME 4898-9	Honours Project in Game Design and Animation I & II

Game Design and Animation Major



Student animation drafts

Units Major Elective Courses

Offered by the Department of History

- 3 HIST 3406 Information Technologies and Quantitative Methods for Historical Studies
- 3 HIST 4326 Science and Society: A Historical Perspective

Offered by the Department of Humanities and Creative Writing

- 3 HUMN 2016 Performing as Human Experience
- 3 HUMN 3005 Artistic Creativity and Aesthetics Awareness
- 3 HUMN 3026 Creative Industries: Theories and Practices

Offered by the Department of Music

- 3 MUSI 1037 Music Technology for Media
- 3 MUSI 3066 Music and Media
- 3 MUSI 3097 Music Design and Programming for Video Games
- 3 MUSI 3105 History and Analysis of Game Scoring

Offered by the Academy of Film

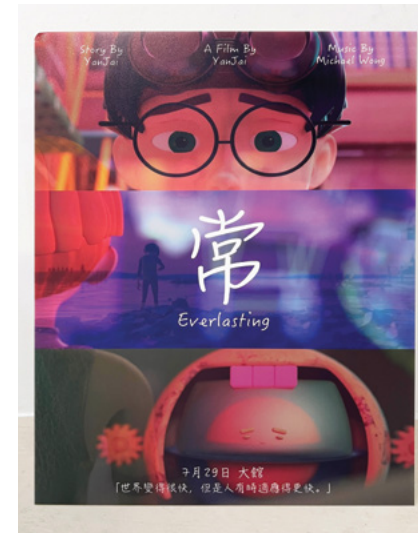
- 3 FILM 2045 Art History
- 3 FILM 3006 Film Sound
- 3 FILM 3016 Non-fiction Film
- 3 FILM 3076 Screen Acting Workshop
- 3 FILM 3077 The Art of Documentary Film
- 3 FILM 3085 Film Music and Sound Design
- 3 FILM 4006 Advanced Experimental Image Processing
- 0 FILM 4016 Internship
- 3 FILM 4046 Advanced Cinematography
- 3 FILM 4065 Art Direction
- 3 FILM 4066 Visual Effects Workshop

Offered by the Department of Interactive Media

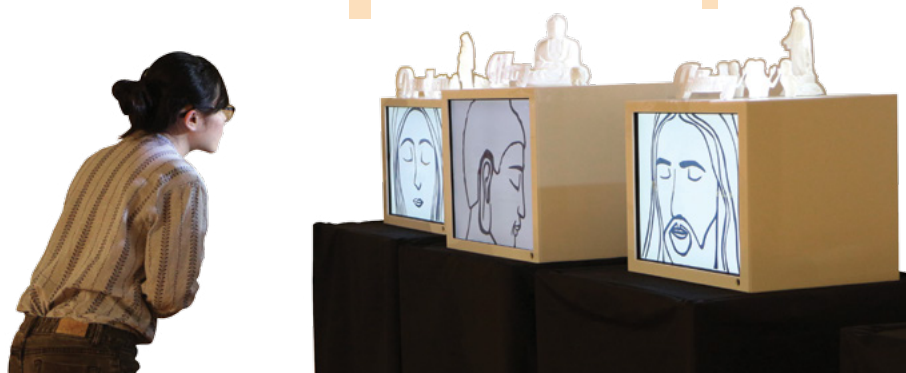
- 3 GAME 3016 Game Design: Theories and Research Methods
- 3 GAME 3017 Interactive Graphics
- 3 GAME 3025 Motion Capture for Game and Animation
- 3 GAME 3026 Online Media Management
- 3 GAME 3027 Traditional and Experimental Animation
- 3 GAME 3035 Transdisciplinary Theory of Game Design
- 3 GAME 3036 Virtual World: Design and Interaction
- 3 GAME 3037 Visual Aesthetics and Narrative Presentation
- 3 GAME 4026 Creative Production in Extended Reality
- 3 GAME 4027 Facial Animation
- 3 GAME 4035 Game Cultures and Ethics
- 3 GAME 4036 Game Economy: Cryptocurrency and Blockchain Technology
- 3 GAME 4037 Japanese Animation and Games



Student animation project "Temple"



Student animation project "Everlasting"



Visitor enjoys student's media arts works



Visitors enjoy the Graduation Screening at Tai Kwun, Centre for Heritage and Arts



AMA Year 3 student in middle went to the Bristol School of Animation, the University of the West of England

Students join "The 4th Shenzhen Independent Animation Biennale - Expanded Animation"

Exchange/Study Tour (Potential Exchange Programmes)

China

Beijing Normal University
School of Art and Communication

Hebei University of Science and Technology
The Animation College

Northeast Normal University
School of Media

Peking University
School of Arts

Shanghai University
School of Film and TV Arts & Technology

Shanghai Theatre Academy

Shanghai Jiao Tong University
School of Media and Design

Sichuan University

Sichuan University of Media and Communications

Tongji University
College of Communication and Art

Wuhan University
*Department of Television Broadcasting,
School of Journalism and Communication*

Taiwan

National Taiwan University of Arts

Taipei National University of Arts

UK

Aberystwyth University
Department of Theatre, Film & TV Studies

Career Prospect

Career prospects for graduates include game designer, game programmer, animator, creative professional in digital media such as TV, film, and social media, and content creator in industries such as advertising, branding, online communication, and visual design.



JOUR & DM

Journalism Concentration

Data and Media Communication Concentration



J-BNN

Journalism and Digital Media Major (JOUR & DM)



Students visit Hong Kong News-Expo in 2019

The Journalism and Digital Media Major offers two Concentrations:

The Journalism Concentration aims to prepare students for a career in Chinese-language media or international media that operate in English.

The Data and Media Communication Concentration, which is jointly offered with the Department of Computer Science, aims to train digital journalists with advanced computer skills, notably in data visualization and analytics.

Both concentrations share Major Core and Major Elective courses in three areas:

- 1) professional journalism skills of gathering, presenting and producing news and current affairs reports;
- 2) conceptual understanding of the journalism profession and its role in society; and
- 3) the relationship between journalism and society as well as the way politics, government, business and law operate in both local and international communities.

Students of the Journalism Concentration are required to adopt one of the following four streams: Chinese Journalism, International Journalism, Broadcast Journalism or Financial Journalism, subject to resource and quota constraints. Students of the Data and Media Communication Concentration have the option of taking the Financial Journalism Stream or General Stream. Each stream stresses the particular language and professional skills appropriate for the specialization. At the end of the programme, every student has to produce a final-year project that integrates their conceptual and practical journalism knowledge.



Programme briefing for students

Journalism Concentration

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

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
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

Units Concentration Required Courses

2	JOUR 2126	Data Journalism
3	JOUR 3016	Political Economy for Journalists
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
4		<i>Choose One from the following two courses [4 units per group]</i>
	JOUR 3245-46	Journalism Practicum I & II (Chinese)
	JOUR 3255-56	Journalism Practicum I & II (English)
6		<i>Choose Two from the following five courses [3 units each]</i>
	JOUR 3105	Current Issues in Journalism
	JOUR 4025	Critical Studies of Media
	JOUR 4047	Comparative Perspectives on Media
	JOUR 4055	Media, Technology and Globalisation
	JOUR 4056	Media Management
		<i>For Chinese Journalism Stream:</i>
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3176	Advanced News and Feature Writing (Chinese)
2	JOUR 3247	Journalism Practicum III (Chinese)
2	JOUR 3296	Journalism Practicum IV (Chinese)
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4865	Honours Project in Chinese Journalism
		<i>For International Journalism Stream:</i>
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3177	Advanced News and Feature Writing (English)
2	JOUR 3257	Journalism Practicum III (English)
2	JOUR 3297	Journalism Practicum IV (English)
3	JOUR 4057	International News in a Globalized World
3	JOUR 4885	Honours Project in International Journalism

Journalism Concentration

Units Concentration Required Courses

For Broadcast Journalism Stream:

3	JOUR	3047	News Anchoring
3	JOUR	3185	Advanced Broadcast Production
2	JOUR	3265	Journalism Practicum I (Broadcast)
2	JOUR	3295	Journalism Practicum II (Broadcast)
3	JOUR	4066	News Documentary
3	JOUR	4845	Honours Project in Broadcast Journalism

For Financial Journalism Stream:

3	JOUR	3165	Unlocking Finance
2	JOUR	3266	Journalism Practicum I (Finance)
2	JOUR	3267	Journalism Practicum II (Finance)
3	JOUR	4065	Strategic Investments and Contemporary Economics
3	JOUR	4875	Honours Project in Financial Journalism

3 Choose **One** from the following two courses [3 units each]

JOUR	3095	Business and Financial News Reporting in English
JOUR	3286	Reporting Business and Financial News in Chinese

Units Major Elective Courses

3	JOUR	2097	Advanced News and Feature Writing (Finance)
3	JOUR	2105	Visual Journalism
3	JOUR	2106	Data Visualization
3	JOUR	2125	Photojournalism and Documentary Photography
3	JOUR	3047	News Anchoring
3	JOUR	3057	Finance and Investment
3	JOUR	3075	Economics for Financial Journalists
3	JOUR	3077	Magazine Design and Editing
3	JOUR	3085	Media Transformation and Institutional Change in Historical Perspective
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	3106	Images of Media in Popular Culture
3	JOUR	3117	News Translation
3	JOUR	3125	Strategic Television Communication
3	JOUR	3126	Visual Literacy: Critical Appreciation of Photos
3	JOUR	3135	Analytical and Opinion Writing
3	JOUR	3145	Investigative Reporting (Chinese)
3	JOUR	3146	Investigative Reporting (English)
3	JOUR	3147	Investigative Reporting (Finance)
3	JOUR	3165	Unlocking Finance
1	JOUR	3175	Contemporary Issues in Journalism
3	JOUR	3176	Advanced News and Feature Writing (Chinese)
3	JOUR	3177	Advanced News and Feature Writing (English)
3	JOUR	3185	Advanced Broadcast Production
3	JOUR	3205	Convergence Editing (Broadcast)
3	JOUR	3215	Convergence Editing (Chinese)
3	JOUR	3225	Convergence Editing (English)
3	JOUR	3235	Convergence Editing (Finance)
3	JOUR	3275	Immersive 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
3	JOUR	4025	Critical Studies of Media
3	JOUR	4045	Entrepreneurial Journalism
3	JOUR	4047	Comparative Perspectives on Media
3	JOUR	4055	Media, Technology and Globalisation
3	JOUR	4056	Media Management
3	JOUR	4057	International News in a Globalized World
3	JOUR	4065	Strategic Investments and Contemporary Economics
3	JOUR	4066	News Documentary

Data and Media Communication Concentration

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

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
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

Units Concentration Required Courses

3	COMP 1007	Introduction to Python and Its Applications
3	COMP 2865	Fundamentals of Data Analysis and Management
3	COMP 3115	Exploratory Data Analysis and Visualization
1	COMP 3925	Data Analysis Studio
3	JOUR 2087	Multimedia and Multiplatform Journalism
2	JOUR 3155	Investigative Reporting for Data and Media Communication
3	JOUR 4046	Integrated Data-driven Storytelling
3	JOUR 4855	Honours Project for Data and Media Communication

For Financial Journalism Stream:

3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3165	Unlocking Finance
2	JOUR 3266	Journalism Practicum I (Finance)
2	JOUR 3267	Journalism Practicum II (Finance)
3	JOUR 4065	Strategic Investments and Contemporary Economics
0	JOUR 4067	Data and Media Communication Internship

For General Stream:

3	JOUR 3177	Advanced News and Feature Writing (English)
2	JOUR 3255	Journalism Practicum I (English)
2	JOUR 3256	Journalism Practicum II (English)
6		<i>Choose Two from the following fourteen courses [3 units each]</i>
	COMP 3057	Introduction to Artificial Intelligence and Machine Learning
	COMP 4015	Artificial Intelligence and Machine Learning
	COMP 4027	Data Mining and Knowledge Discovery
	COMP 4045	Human-Computer Interaction
	COMP 4075	Social Computing and Web Intelligence
	COMP 4125	Visual Analytics
	COMP 4136	Natural Language Processing
	COMP 4909	Data Media Project II
	COMP 4930	Big Data Analytics
	JOUR 3095	Business and Financial News Reporting in English
	JOUR 3285	Financial Data and Market Sentiment Analysis
	JOUR 3287	Social Media Content Management
	JOUR 4005	Theory and Practice of Journalism in Greater China
	JOUR 4017	China Reporting and Writing
	JOUR 4056	Media Management
	PRAO 4087	Algorithm and Communication

Data and Media Communication Concentration



New media classroom

Units Major Elective Courses

3	JOUR	2097	Advanced News and Feature Writing (Finance)	3	JOUR	3125	Strategic Television Communication
3	JOUR	2105	Visual Journalism	3	JOUR	3126	Visual Literacy: Critical Appreciation of Photos
3	JOUR	2106	Data Visualization	3	JOUR	3135	Analytical and Opinion Writing
3	JOUR	2125	Photojournalism and Documentary Photography	3	JOUR	3145	Investigative Reporting (Chinese)
3	JOUR	3047	News Anchoring	3	JOUR	3146	Investigative Reporting (English)
3	JOUR	3057	Finance and Investment	3	JOUR	3147	Investigative Reporting (Finance)
3	JOUR	3075	Economics for Financial Journalists	3	JOUR	3165	Unlocking Finance
3	JOUR	3077	Magazine Design and Editing	1	JOUR	3175	Contemporary Issues in Journalism
3	JOUR	3085	Media Transformation and Institutional Change in Historical Perspective	3	JOUR	3176	Advanced News and Feature Writing (Chinese)
3	JOUR	3095	Business and Financial News Reporting in English	3	JOUR	3177	Advanced News and Feature Writing (English)
3	JOUR	3096	Current Affairs and News Analysis	3	JOUR	3185	Advanced Broadcast Production
3	JOUR	3097	Current Hong Kong Issues for Communicators	3	JOUR	3205	Convergence Editing (Broadcast)
3	JOUR	3105	Current Issues in Journalism	3	JOUR	3215	Convergence Editing (Chinese)
3	JOUR	3106	Images of Media in Popular Culture	3	JOUR	3225	Convergence Editing (English)
3	JOUR	3117	News Translation	3	JOUR	3235	Convergence Editing (Finance)
				3	JOUR	3275	Immersive 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
				3	JOUR	4025	Critical Studies of Media
				3	JOUR	4045	Entrepreneurial Journalism
				3	JOUR	4047	Comparative Perspectives on Media
				3	JOUR	4055	Media, Technology and Globalisation
				3	JOUR	4056	Media Management
				3	JOUR	4057	International News in a Globalized World
				3	JOUR	4065	Strategic Investments and Contemporary Economics
				3	JOUR	4066	News Documentary



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 reporting tour to Rwanda in 2019

Exchange and Reporting Tours

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. The tours had taken students to Taiwan, Myanmar, North Korea, Germany, Spain and Rwanda.

Career Prospect

Many graduates of Journalism and Digital Media 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.



Students gain real-life working experience through internships

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.

Summer Internship Organization Lists

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

Agence France-Presse	Hong Kong Commercial Broadcasting Co. Ltd	Quartz Asia
Associated Press Television News	Hong Kong Economic Journal	Radio Television Hong Kong
Billboard Radio China	Hong Kong Living Magazine	South China Morning Post
Cable TV	Initium Media	Sportsoho
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
	Phoenix Satellite Television	

PRA

Advertising and Branding Concentration

Public Relations Concentration



Public Relations and Advertising Major (PRA)

The Public Relations and Advertising Major offers two Concentrations: Advertising and Branding 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. 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
28	Major Core Courses
21	Concentration Required Courses
6	Major Elective Courses
13	University Core
18	General Education
33	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	Choose <i>One</i> 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



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

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 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056	Campaign Planning and Management
3	PRAO 3086	Data Analytics and Visualization for Strategic Communication
1	PRAO 3106	Strategic Communication Internship and Practicum
3	<i>Advanced Methods (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>IQ and EQ in the Workplace (choose One of the following four courses) [3 units each]</i>	
	PRAO 3085	Social Media @ Work
	PRAO 3087	Organizational Communication Issues and Processes
	PRAO 4057	Organizational Decision Making and Problem Solving
	PRAO 4066	Leadership Communication

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
3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4056	Creative Brand Expression

Honours Project

3	PRAO 4895	Strategic Communication Honours Project
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Advertising and Branding Concentration



Student Practicum: Roundtable

Units Major Elective Courses

3	COMM	2026	Human Communication	3	PRAO	3087	Organizational Communication Issues and Processes
3	PRAO	2036	Group Communication	3	PRAO	4006	Advanced Qualitative Communication Research
3	PRAO	2037	Interpersonal Communication	3	PRAO	4016	Strategic Issues and Crisis Management
3	PRAO	2045	Interviewing	3	PRAO	4027	Financial Public Relations
3	PRAO	2046	Internal Communication and Employee Engagement	3	PRAO	4036	Social Communication and Advertising
3	PRAO	2047	Media Design for Corporate Communication	3	PRAO	4045	Media Relations Writing and Training
3	PRAO	2055	Programming for Digital Communication	3	PRAO	4047	Service Experiences & Luxury Branding
3	PRAO	3017	Digital Public Relations	3	PRAO	4057	Organizational Decision Making and Problem Solving
3	PRAO	3027	Digital Audio and Video Production	3	PRAO	4065	Advanced Quantitative Communication Research
3	PRAO	3035	Public Relations Writing	3	PRAO	4066	Leadership Communication
3	PRAO	3047	Corporate Social Responsibility and Stakeholder Engagement	3	PRAO	4067	Communication Entrepreneurship
3	PRAO	3065	Fundraising Events, Sponsorships, and Donor Management	3	PRAO	4075	Comprehensive Management Trainee Assessment
3	PRAO	3066	Writing for Professional Communication	3	PRAO	4076	Conflict and Negotiation
3	PRAO	3067	Health Communication and Information Campaigns	3	PRAO	4077	Special Topics in Communication Studies
3	PRAO	3075	Intercultural Communication	3	PRAO	4087	Algorithm and Communication
3	PRAO	3076	Communication Training for Organizations				
3	PRAO	3085	Social Media @ Work				

Public Relations Concentration

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

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
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



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

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 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056	Campaign Planning and Management
3	PRAO 3086	Data Analytics and Visualization for Strategic Communication
1	PRAO 3106	Strategic Communication Internship and Practicum
3	<i>Advanced Methods (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>IQ and EQ in the Workplace (choose One of the following four courses) [3 units each]</i>	
	PRAO 3085	Social Media @ Work
	PRAO 3087	Organizational Communication Issues and Processes
	PRAO 4057	Organizational Decision Making and Problem Solving
	PRAO 4066	Leadership Communication

Units Concentration Required Courses

3	PRAO 3035	Public Relations Writing
3	PRAO 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO 4016	Strategic Issues and Crisis Management
9	<i>Choose One from the following five courses [3 units each]</i>	
	PRAO 2046	Internal Communication and Employee Engagement
	PRAO 3017	Digital Public Relations
	PRAO 3046	Audience Measurement and Engagement
	PRAO 3067	Health Communication and Information Campaigns
	PRAO 4045	Media Relations Writing and Training
	Honours Project	
3	PRAO 4895	Strategic Communication Honours Project

Public Relations Concentration



Students present their Honours Project

Units Major Elective Courses

3	COMM	2026	Human Communication	3	PRAO	3085	Social Media @ Work
3	PRAO	2036	Group Communication	3	PRAO	3087	Organization Communication Issues and Processes
3	PRAO	2037	Interpersonal Communication	3	PRAO	4006	Advanced Qualitative Communication Research
3	PRAO	2045	Interviewing	3	PRAO	4025	Brand Strategy and Communication
3	PRAO	2046	Internal Communication and Employee Engagement	3	PRAO	4027	Financial Public Relations
3	PRAO	2055	Programming for Digital Communication	3	PRAO	4036	Social Communication and Advertising
3	PRAO	2047	Media Design for Corporate Communication	3	PRAO	4037	Narrative and Brand Storytelling
3	PRAO	3005	Content Creation in Advertising	3	PRAO	4045	Media Relations Writing and Training
3	PRAO	3007	Advertising Design and Visualization	3	PRAO	4047	Service Experiences & Luxury Branding
3	PRAO	3017	Digital Public Relations	3	PRAO	4056	Creative Brand Expression
3	PRAO	3027	Digital Audio and Video Production	3	PRAO	4057	Organizational Decision Making and Problem Solving
3	PRAO	3046	Audience Measurement and Engagement	3	PRAO	4065	Advanced Quantitative Communication Research
3	PRAO	3065	Fundraising Events, Sponsorships, and Donor Management	3	PRAO	4066	Leadership Communication
3	PRAO	3066	Writing for Professional Communication	3	PRAO	4067	Communication Entrepreneurship
3	PRAO	3067	Health Communication and Information Campaigns	3	PRAO	4075	Comprehensive Management Trainee Assessment
3	PRAO	3075	Intercultural Communication	3	PRAO	4076	Conflict and Negotiation
3	PRAO	3076	Communication Training for Organizations	3	PRAO	4077	Special Topics in Communication Studies
				3	PRAO	4087	Algorithm and Communication



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



Inauguration of The Young Agency (TYA)



Student experiences virtual reality (VR)



PRA students receive awards at the HK4As Students' Award 2019



Students explore their creativity in the well established computer laboratory



PRA students join the Sydney Study Tour in 2020



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

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.

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

5IVES Communications	Common Good Trading	ICAC
AHE Creation	De Novo Group	Leisure and Cultural Services Department - Music Office
Asia Pacific Association of Communication Directors	Dynamic Duo PR	Melco Resorts & Entertainment
Asterisk Idea	Expert Education and Visa Services (Asia Pacific) Co., LTD	Momenday Technology Limited
Beijing Sankuai Online Technology Co., Ltd.	Fulbright Securities Limited	MSL China SH
Bole Capital Group Ltd.	GHC Asia	Petrie PR
Bride Union Co. Ltd. (HK)	Goln Marketing	Publicis Groupe (MSL)
Brothers & Sisters in Chris Foundation	Golin Hong Kong	Ruder Finn Asia
Burson Cohn & Wolfe	Guru Online - AdBeyond (Group) Ltd.	Sidefame Limited
Burson-Marsteller (HK)	Hans Andersen Club	Sinclair Communication
CECES	Havas Media	The Shangri-La Group
China Daily Hong Kong	Hill + Knowlton	UNICEF
Chongqing Media Co., Ltd	HKBU Alumni Association	Weber Shandwick Consumer Practice
Chow Sang Sang Holdings International Limited	Hong Kong Breast Cancer	Yuan Tung Financial Relations
	Hong Kong Fringe Cub	

Visit PRA at <http://www.coms.hkbu.edu.hk>

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 Majors.

Learning Outcomes

After receiving academic advices from advisors, students are expected:

- to understand the School of Communication and its programmes and facilitate their selection of Majors;
- to obtain guidance in course selection related to their career planning; and
- 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. FUNG, Henry

Dr. SHI, Jolie

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

Interim Dean		
Prof. Steve GUO	guo@hkbu.edu.hk	3411-5179
Associate Deans		
Prof. Kara CHAN	karachan@hkbu.edu.hk	3411-7836
Prof. Cherian GEORGE	cherian@hkbu.edu.hk	3411-7834

Department Heads and Directors

Department of Communication Studies		
Prof. Vivian SHEER	vsheer@hkbu.edu.hk	3411-7223
Department of Interactive Media		
Prof. ZHONG Bu	zhongbu@hkbu.edu.hk	3411-8340
Department of Journalism		
Prof. Raymond LI	raymondli@hkbu.edu.hk	3411-7467

Department Secretaries

Department of Communication Studies		
Ms. Mimi YIP	mimiyip@hkbu.edu.hk	3411-7832
Miss Agnes Kwok	oilamkwok@hkbu.edu.hk	3411-7224
Department of Interactive Media		
Miss Joanna SUN	joannasun@hkbu.edu.hk	3411-7395
Department of Journalism		
Mr. Joe YING	joeying@hkbu.edu.hk	3411-7490

Programme Director

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

Majors/ Concentrations Programme Directors

Game Design and Animation Major (GDA)

Dr. Kelvin LEE	kelvinee@hkbu.edu.hk	3411-5136
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Journalism and Digital Media Major (JOUR & DM)

Journalism Concentration		
Dr. Brian SO	brianso@hkbu.edu.hk	3411-8051
Ms. Robin EWING	ewing@hkbu.edu.hk	3411-2547

Data and Media Communication Concentration		
Dr. ZHANG Yin	zhangyin@hkbu.edu.hk	3411-8161

Public Relations and Advertising Major (PRA)

Advertising and Branding Concentration		
Dr. Vivienne LEUNG	vivleung@hkbu.edu.hk	3411-7485
Public Relations Concentration		
Dr. Elina TACHKOVA	elinatachkova@hkbu.edu.hk	3411-8278

Academic Calendar 2022



AUG

Enrolment (New Undergraduate Students)	12 - 16
Course Pre-registration (New Undergraduate Students)	17 - 19
Orientation Activities (New Undergraduate Students)	17/8 - 2/9
Course Registration (New Taught Postgraduate Students)	26 - 29
Orientation and Registration (New Research Postgraduate Students)	30
Exchange Student Orientation	30 -31

Sun Mon Tue Wed Thu Fri Sat

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEP

Academic Year	
First Semester Begins	1
New Faculty and Staff Orientation	
First Semester / Trimester I Classes Begin	
First Day to Add / Drop Courses (1 st Semester / Trimester I)	5
67 th Convocation	6
First Semester / Trimester I Tuition Payment Due Date (Returning Students)	7
Continuing Education School Board Meeting	14
Last Day to Add / Drop Courses (1 st Semester / Trimester I)	19
Senate Meeting	26

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

12 The second day following the Chinese Mid-Autumn Festival

OCT

Arts Faculty Board Meeting	3
Creative Arts School Board Meeting	
Social Sciences Faculty Board Meeting	5
Communication School Board Meeting	7
Business School Board Meeting	11
Christian Emphasis Week	12
Tuition Payment Due Date (New Students) — Balance Payment for First Semester	16 -22
Council Meeting	18
Chinese Medicine School Board Meeting	21
Information Day for Undergraduate Admission (2023 Entry)	22
Science Faculty Board Meeting	25

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1 National Day

4 Chung Yeung Festival

Sun Mon Tue Wed Thu Fri Sat

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

NOV

10	Trimester II Tuition Payment Due Date
14 - 21	63 rd Commencement
15	Court Meeting
16	Continuing Education School Board Meeting
25	Communication School Board Meeting
27/11 - 11/12	Trimester I Examinations
28	Arts Faculty Board Meeting Creative Arts School Board Meeting

DEC

1	Social Sciences Faculty Board Meeting
3	Last Day of Classes (1 st Semester)
5	Senate Meeting
6	Business School Board Meeting Science Faculty Board Meeting
8 - 21	First Semester Examinations
12	Trimester II Classes Begin First Day to Add / Drop Courses (Trimester II)
13	Council Meeting
14	Second Semester Tuition Payment Due Date
24	Last Day to Add / Drop Courses (Trimester II)

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

26 - 27 Christmas Holidays



Academic Calendar 2023



JAN
Exchange Student Orientation
First Semester Ends
Second Semester Begins
Second Semester Classes Begin
First Day to Add / Drop Courses (2 nd Semester)
First Semester Make-up Examinations
Continuing Education School Board Meeting
Last Day to Add / Drop Courses (2 nd Semester)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
13 - 21	1	The Day Following The First Day Of January				
18	23 - 25	Lunar New Year Holidays				

FEB

Social Sciences Faculty Board Meeting
Arts Faculty Board Meeting
Creative Arts School Board Meeting
Communication School Board Meeting
Christian Emphasis Week
Senate Meeting
Business School Board Meeting
Science Faculty Board Meeting

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MAR

Trimester III Tuition Payment Due Date
Founders' Day Service
Council Meeting
Trimester II Examinations
Arts Faculty Board Meeting
Creative Arts School Board Meeting
Trimester III Classes Begin
First Day to Add / Drop Courses (Trimester III)

1			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
	5	Ching Ming Festival				
7 - 10	Easter Holidays					

APR

15	Last Day to Add / Drop Courses (Trimester III)
17	Senate Meeting
19	Baccalaureate Service
20	Continuing Education School Board Meeting
21	Social Science Faculty Board Meeting
21	Chinese Medicine School Board Meeting
22	Last Day of Classes (2 nd Semester)
25	Business School Board Meeting
27/4 - 12/5	Second Semester Examinations
28	Communication School Board Meeting

MAY

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
	1	Labour Day				
26	The Birthday Of The Buddha					

16	Court Meeting
17	Science Faculty Board Meeting
22	Senate Meeting
22	Summer Term Begins (Taught Postgraduate Programmes)
24	First Day to Add / Drop Courses (Summer Term)
24	Summer Term Tuition Payment Due Date

JUN

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
	22	Tuen Ng Festival				

2	Last Day to Add / Drop Courses (Summer Term)
9 - 17	Second Semester Make-up Examinations
13	Council Meeting
15	Second Semester Ends
19/6 - 2/7	Trimester III Examinations
29	Senate Meeting

JUL

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
	1	HKSAR Establishment Day				

1	Financial Year Begins
5 - 28	Summer Programme (Tentative)
14	Summer Term Ends (Taught Postgraduate Programmes)

NOTE : ___Classes suspended. Designated holidays for academic staff.

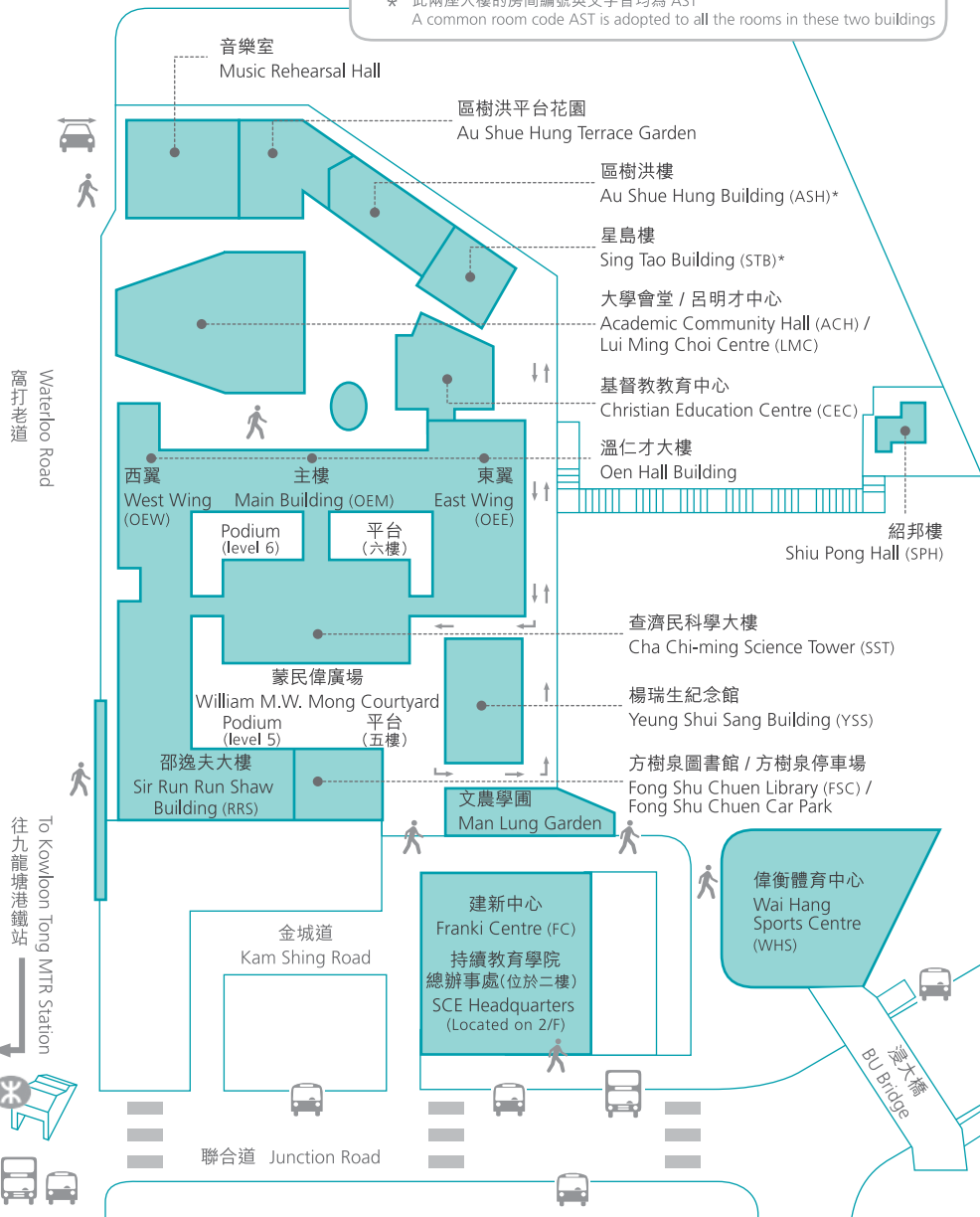


善衡校園 Ho Sin Hang Campus (HSHC)

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

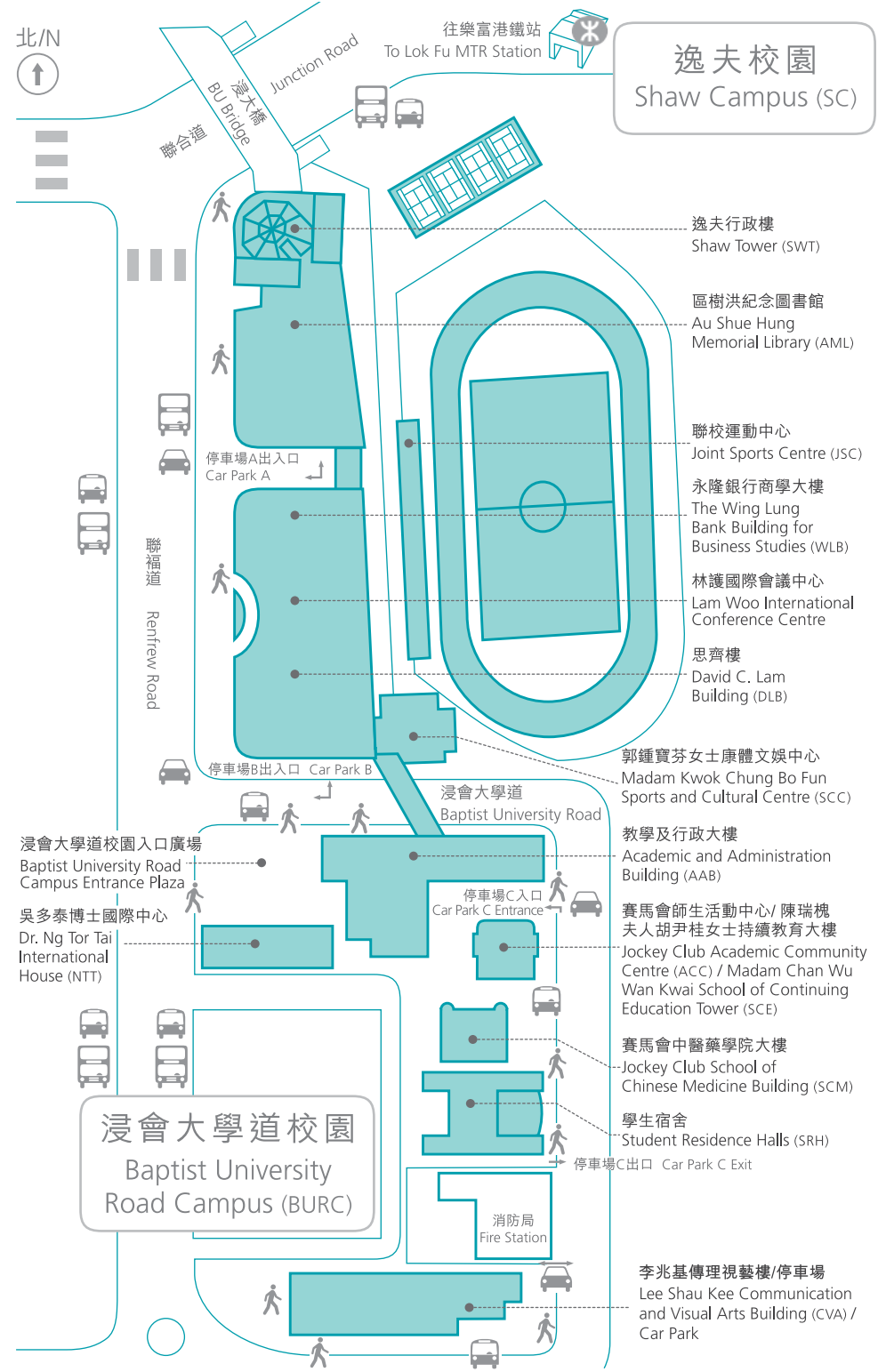
北/N
↑



往九龍塘(沙福道)公共交通匯處
To Kowloon Tong (Suffolk Road) Public Transport Interchange

< Map information as of July 2021 >

北/N
↑



浸會大學道校園 Baptist University Road Campus (BURC)

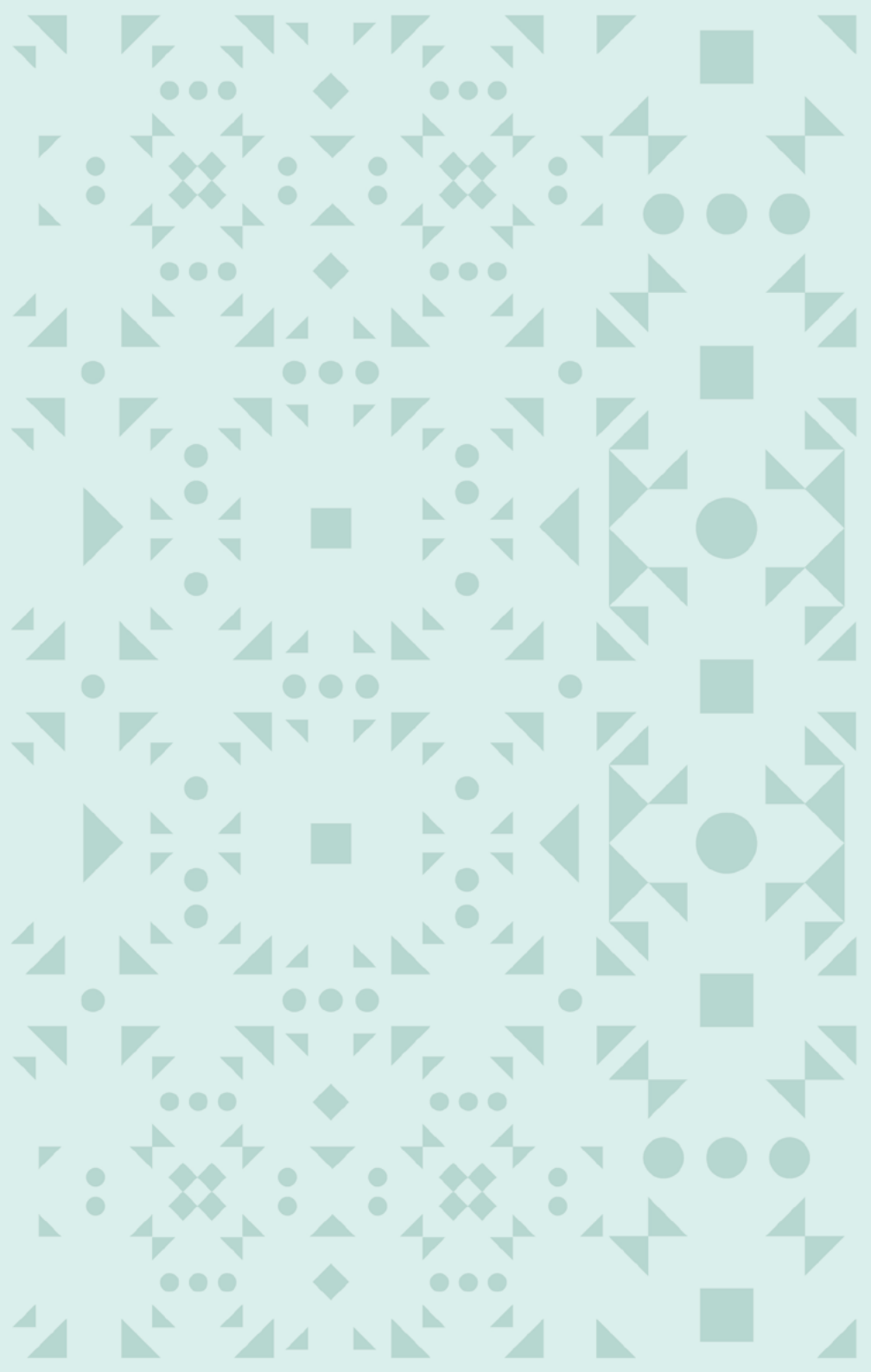
逸夫校園 Shaw Campus (SC)

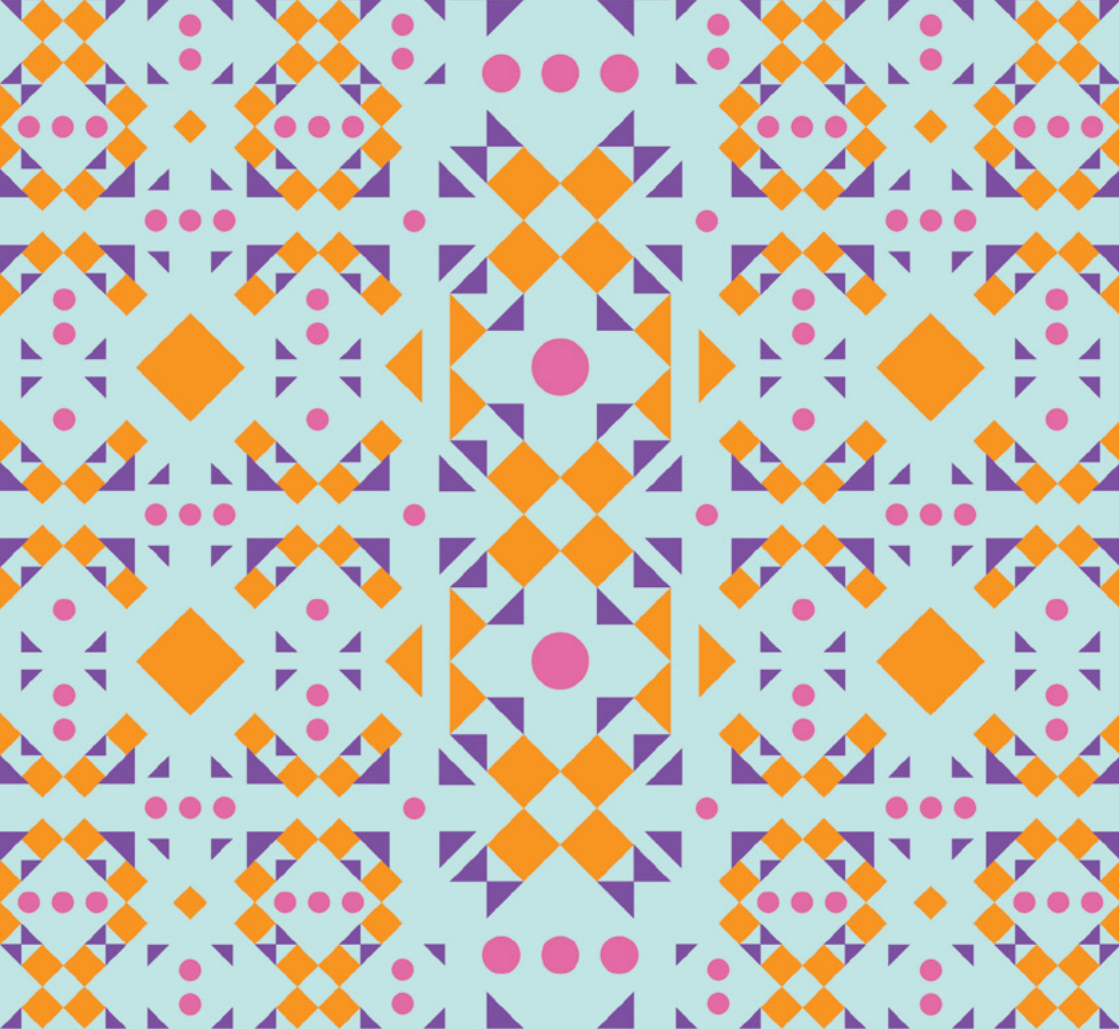
往樂富港鐵站
To Lok Fu MTR Station

School Motto

Truth is Virtue


唯真為善






 香港浸會大學
HONG KONG BAPTIST UNIVERSITY

 傳理學院
School of Communication

 www.comm.hkbu.edu.hk

   HKBUCOMM

 HKBU School of Communication