

HKBU-UQ Double Degree Programme - Journalism Major
Chinese Journalism Concentration (General Stream)

Applicable to 2019 intake cohort

Last updated on: 29 November 2019

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	JOUR2077 Chinese News Reporting and Writing (or Major Elective for non-Chi. speaking students) (3)	JOUR1112 Journalistic Narratives (2)	JOUR3245 Journalism Practicum I (Chinese) (2)	JOUR3245 Journalism Practicum III (Chinese) (2)	JOUR4865 Honours Project in Chinese Journalism (3)	JOUR3157 Law and Ethics for Journalists (3)
COMM1017 Multimedia Storytelling (SC3) * (3)	COMM1017 Multimedia Storytelling (SC3) * (3)	JOUR2005 Broadcast Reporting and Production (2)	COMU1050 Understanding the News (2)	COMU1130 Connectivity and Culture (2)	JOUR3000 Data Journalism (2)	JOUR3246 Journalism Practicum II (Chinese) (2)	JOUR4015 Journalism Internship (0)
GE – English I (3)	GE – Values and the Meaning of Life (3)	GE – Healthy Lifestyle (2)	COMU2140 Digital Media Industries (2)	JOUR1710 Journalistic Investigations (2)	COMU2030 Communication Research Methods (2)	JOUR2046 Advanced Writing and Investigative Reporting (Chinese) (3)	JOUR2086 Multiplatform Journalism (2)
GE – Chinese (3)	GE – English II (3)	GE – Quantitative Reasoning (3)	ECON1020 Introductory Macroeconomics (2)	JOUR2221 International Journalism & Mass Communication (2)	JOUR3122 / JOUR3222 / JOUR3801 Field Study - Journalism & Communication / Journalism Design / Journalism Internship(2)		JOUR4005 Theory and Practice of Journalism in Greater China (3)
GE – History and Civilization (3)	Free Elective (3)	GE Interdisciplinary Thematic Course (3)		WRIT2000 Writing & Editing for the Professions (2)	Elective (from Part C) (2)		
Free Elective (3)	Free Elective (3)	GE – The Art of Persuasion (2)					
		Major Elective (3)					
HKBU: 15/18 units	HKBU: 15/18 units	HKBU: 18 units	UQ: 8 units	HKBU: 2 units UQ: 8 units	HKBU: 2 units UQ: 8 units	HKBU: 8 units	HKBU: 8 units
Total Units in Chinese Journalism Concentration (General Stream):							HKBU: 71 units UQ: 24 units

* Students will be randomly assigned to COMM1017 Multimedia Storytelling in either Semester 1 or Semester 2, Year 1.

HKBU-UQ Double Degree Programme - Journalism Major
International Journalism Concentration (General Stream)

Applicable to 2019 intake cohort

Last updated on: 29 November 2019

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	JOUR2077 Chinese News Reporting and Writing (or Major Elective for non-Chi. speaking students) (3)	JOUR1112 Journalistic Narratives (2)	JOUR3255 Journalism Practicum I (English) (2)	JOUR3257 Journalism Practicum III (English) (2)	JOUR4885 Honours Project in International Journalism (3)	JOUR3157 Law and Ethics for Journalists (3)
COMM1017 Multimedia Storytelling (SC3) * (3)	COMM1017 Multimedia Storytelling (SC3) * (3)	JOUR2005 Broadcast Reporting and Production (2)	COMU1050 Understanding the News (2)	COMU1130 Connectivity and Culture (2)	JOUR3000 Data Journalism (2)	JOUR3256 Journalism Practicum II (English) (2)	JOUR4015 Journalism Internship (0)
GE – English I (3)	GE – Values and the Meaning of Life (3)	GE – Healthy Lifestyle (2)	COMU2140 Digital Media Industries (2)	JOUR1710 Journalistic Investigations (2)	COMU2030 Communication Research Methods (2)	JOUR2096 Advanced News and Feature Writing (English) (3)	JOUR2086 Multiplatform Journalism (2)
GE – Chinese (3)	GE – English II (3)	GE – Quantitative Reasoning (3)	ECON1020 Introductory Macroeconomics (2)	JOUR2221 International Journalism & Mass Communication (2)	JOUR3122 / JOUR3222 / JOUR3801 Field Study - Journalism & Communication / Journalism Design / Journalism Internship(2)		
GE – History and Civilization (3)	Free Elective (3)	GE Interdisciplinary Thematic Course (3)		WRIT2000 Writing & Editing for the Professions (2)	Elective (from Part C) (2)		
Free Elective (3)	Free Elective (3)	GE – The Art of Persuasion (2)					
		Major Elective (3)					
HKBU: 15/18 units	HKBU: 15/18 units	HKBU: 18 units	UQ: 8 units	HKBU: 2 units UQ: 8 units	HKBU: 2 units UQ: 8 units	HKBU: 8 units	HKBU: 5 units
Total Units in International Journalism Concentration (General Stream):							HKBU: 68 units UQ: 24 units

* Students will be randomly assigned to COMM1017 Multimedia Storytelling in either Semester 1 or Semester 2, Year 1.

HKBU-UQ Double Degree Programme – Public Relations and Advertising Major Advertising and Branding Concentration

Applicable to 2019 intake cohort

Last updated on: 29 November 2019

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM2006 Communication Theory (Communication Studies) (3)	COMU1130 Connectivity and Culture (2)	COMU1152 Public Relations Writing (2)	COMU1050 / COMU3222 Understanding the News / Political Communication (2)	PRAD3015 Consumer Perspectives in Public Relations & Advertising (3)	ORGC3016 Health Communication (3)
COMM1017 Multimedia Storytelling (SC3) * (3)	COMM1017 Multimedia Storytelling (SC3) * (3)	ORGC2007 Organizational Communication (3)	COMU2030 Communication Research Methods (2)	COMU2120 Media Design (2)	COMU3015 Public Interest Communication (2)	ORGC3047 Organizational Event Planning and Management (3)	PRAD3027 Digital Audio and Video Production (3)
GE – English I (3)	GE – Values and the Meaning of Life (3)	PRAD2007 Principles and Methods of Advertising (3)	COMU2180 Media Strategies (2)	COMU3130 Public Relations Project (2)	COMU3100 Digital Project (2)	PRAD3007 Advertising Design and Visualization (3)	PRAD4037 Narrative and Storytelling (3)
GE – Chinese (3)	GE – English II (3)	PRAD2015 Principles and Practices of Public Relations (3)	WRIT1200 Writing Creatively (2)	WRIT2000 Writing & Editing for the Professions (2)	COMU3140 Issues and Stakeholder Engagement (2)	PRAD4025 Branding and Communication (3)	PRAD4047 Luxury and Services Branding (3)
GE – History and Civilization (3)	Free Elective (3)	GE – The Art of Persuasion (2)		COMU3801 Communication Internship (To be taken in summer term in UQ) (2)		PRAD4036 Social Communication and Advertising (3)	PRAD4895 PRA Honours Project (3)
Free Elective (3)	Free Elective (3)	GE – Healthy Lifestyle (2)				PRAD4056 Creative Expression (3)	
		GE – Quantitative Reasoning (3)					
HKBU: 15/18 units	HKBU: 15/18 units	HKBU: 19 units	UQ: 8 units	UQ: 10 units	UQ: 8 units	HKBU: 18 units	HKBU: 15 units
Total Units in Advertising and Branding Concentration:							HKBU: 85 units UQ: 26 units

* Students will be randomly assigned to COMM1017 Multimedia Storytelling in either Semester 1 or Semester 2, Year 1.

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM2006 Communication Theory (Communication Studies) (3)	COMU1130 Connectivity and Culture (2)	COMU1152 Public Relations Writing (2)	COMU1050 / COMU3222 Understanding the News / Political Communication (2)	PRAD3015 Consumer Perspectives in Public Relations & Advertising (3)	ORGC3016 Health Communication (3)
COMM1017 Multimedia Storytelling (SC3) * (3)	COMM1017 Multimedia Storytelling (SC3) * (3)	ORGC2007 Organizational Communication (3)	COMU2030 Communication Research Methods (2)	COMU2120 Media Design (2)	COMU3015 Public Interest Communication (2)	ORGC2035 Communication for Service Management (3)	ORGC4036 Organizational Decision Making and Problem Solving (3)
GE – English I (3)	GE – Values and the Meaning of Life (3)	PRAD2007 Principles and Methods of Advertising (3)	COMU2180 Media Strategies (2)	COMU3130 Public Relations Project (2)	COMU3100 Digital Project (2)	ORGC3047 Organizational Event Planning and Management (3)	ORGC4895 ORGC Honours Project (3)
GE – Chinese (3)	GE – English II (3)	PRAD2015 Principles and Practices of Public Relations (3)	WRIT1200 Writing Creatively (2)	WRIT2000 Writing & Editing for the Professions (2)	COMU3140 Issues and Stakeholder Engagement (2)	ORGC4005 Leadership Communication (3)	PRAD3027 Digital Audio and Video Production (3)
GE – History and Civilization (3)	Free Elective (3)	GE – The Art of Persuasion (2)		COMU3801 Communication Internship (To be taken in summer term in UQ) (2)		PRAD3007 Advertising Design and Visualization (3)	ORGC Required Elective (3)
Free Elective (3)	Free Elective (3)	GE – Healthy Lifestyle (2)				PRAD4036 Social Communication and Advertising (3)	
		GE – Quantitative Reasoning (3)					
HKBU: 15/18 units	HKBU: 15/18 units	HKBU: 19 units	UQ: 8 units	UQ: 10 units	UQ: 8 units	HKBU: 18 units	HKBU: 15 units
Total Units in Organizational Communication Concentration:						HKBU: 85 units UQ: 26 units	

* Students will be randomly assigned to COMM1017 Multimedia Storytelling in either Semester 1 or Semester 2, Year 1.

HKBU-UQ Double Degree Programme – Public Relations and Advertising Major

Public Relations Concentration

Applicable to 2019 intake cohort

Last updated on: 29 November 2019

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM1015 Intro to Media and Comm. (SC1) OR COMM1016 Ethics, Law and Comm. (SC2) (3)	COMM2006 Communication Theory (Communication Studies) (3)	COMU1130 Connectivity and Culture (2)	COMU1152 Public Relations Writing (2)	COMU1050 / COMU3222 Understanding the News / Political Communication (2)	PRAD3015 Consumer Perspectives in Public Relations & Advertising (3)	ORGC3016 Health Communication (3)
COMM1017 Multimedia Storytelling (SC3) * (3)	COMM1017 Multimedia Storytelling (SC3) * (3)	ORGC2007 Organizational Communication (3)	COMU2030 Communication Research Methods (2)	COMU2120 Media Design (2)	COMU3015 Public Interest Communication (2)	ORGC3047 Organizational Event Planning and Management (3)	PRAD3027 Digital Audio and Video Production (3)
GE – English I (3)	GE – Values and the Meaning of Life (3)	PRAD2007 Principles and Methods of Advertising (3)	COMU2180 Media Strategies (2)	COMU3130 Public Relations Project (2)	COMU3100 Digital Project (2)	PRAD3007 Advertising Design and Visualization (3)	PRAD4045 Advance Public Relations Writing (3)
GE – Chinese (3)	GE – English II (3)	PRAD2015 Principles and Practices of Public Relations (3)	WRIT1200 Writing Creatively (2)	WRIT2000 Writing & Editing for the Professions (2)	COMU3140 Issues and Stakeholder Engagement (2)	PRAD3047 Corporate Social Responsibility and Stakeholder Engagement (3)	PRAD4895 PRA Honours Project (3)
GE – History and Civilization (3)	Free Elective (3)	GE – The Art of Persuasion (2)		COMU3801 Communication Internship (To be taken in summer term in UQ) (2)		PRAD4036 Social Communication and Advertising (3)	Free Elective (3)
Free Elective (3)	Free Elective (3)	GE – Healthy Lifestyle (2)					
		GE – Quantitative Reasoning (3)					
HKBU: 15/18 units	HKBU: 15/18 units	HKBU: 19 units	UQ: 8 units	UQ: 10 units	UQ: 8 units	HKBU: 15 units	HKBU: 15 units
Total Units in Public Relations Concentration:						HKBU: 82 units UQ: 26 units	

* Students will be randomly assigned to COMM1017 Multimedia Storytelling in either Semester 1 or Semester 2, Year 1