

CONTENTS

1.	The Department of Media and Communication	P.1
2.	The Staff	P.2
3.	Bachelor of Arts (Hons) in Media and Communication (MDCM*) 媒體與傳播榮譽文學士	P.6
4.	Bachelor of Arts (Hons) in Digital Television and Broadcasting (BATVB) 數碼電視與廣播榮譽文學士	P.13
5.	Bachelor of Arts (Hons) in Integrated Strategic Communication (BAISC) 整合策略傳播榮譽文學士	P.18
6.	Master of Arts in Communication and New Media (MACNM) 傳播與新媒體文學碩士	P.21
7.	Master of Arts in Integrated Marketing Communication (MAIMC) 整合營銷傳播文學碩士	P.23
8.	PhD Research Degree 傳播學哲學博士	P.25
9.	Learning Experiences for BA and MA Students	P.26
10.	Faculty Research	P.28
11.	Progression through the Programmes	
	A. Assessment and Examinations	P.29
	B. Course Grades	P.29
	C. Students' Academic Progress and Academic Standing	P.31
	D. Course Repeat Rules	P.32
	E. Illness or Other Circumstances Related to Assessment	P.32
	F. Review of Course Grade	P.32
	G. Dean's List	P.33
	H. Conferment and Classification of Award	P.33
	I. Code of Student Conduct and Disciplinary	P.35
	J. Rules on Academic Honesty	P.36
	K. Student Advising Scheme	P.36
	L. Student Complaints Procedure	P.37
12.	Academic Calendar	P.38
	Acknowledgement	P.40

* Formerly BAMC

1. The Department of Media and Communication

Housed in the landmark Run Run Shaw Creative Media Centre, the Department offers innovative academic programmes that emphasize media convergence. Unlike traditional curricula that segregate different modes of mass communication, we aim to train professional communicators capable of working in an environment of media convergence and information integration—an environment that spans across journalism, broadcasting and TV, advertising and public relations, as well as new media. To that end, we emphasize the integral infusion of new technologies, media skills, communication theories, and creativity in our education.

The Department supports its teaching and research activities with a state-of-the-art integrated and inter-compatible digital multimedia platform. It has invested more than \$30 million into infrastructural facilities that range from digital TV shooting/ editing studios, 3-D Virtual TV/ audio recording/ advertising shooting/ designing studios, to new media and eye tracking labs. We run a high-definition CityTV system, publish iCom-Magazine, and operate iCOM Radio. Most BA and MA students have participated in internship, study tour, or overseas exchange programmes.

The programmes are taught by a strong team of scholars and educators, who were ranked No. 1 in communication/media research in the most recent Research Assessment Exercise conducted by the Hong Kong Government's Research Grants Committee. The Center for Communication Research galvanizes faculty research across disciplines. Ph.D. students are research-productive; many of them have won international recognition.

The Department offers the following programmes:

- **BA (Hons) in Media and Communication**
- **BA (Hons) in Digital Television and Broadcasting**
- **BA (Hons) in Integrated Strategic Communication**
- **MA in Communication and New Media**
- **MA in Integrated Marketing Communication**
- **PhD**

2. The Staff

Academic Staff

Name/Qualification/Expertise	Tel No.	E-mail (...@cityu.edu.hk)
Head/ Chair Professor Servaes, Jan BA, MA, PhD (Katholieke Universiteit Leuven, Belgium), Pg Dip Com Pol & Plan4Dev (ISS, The Hague, Netherlands) <i>(International and Development Communication, Globalization and Cultural Identity, Sustainability, Participation and Culture, Knowledge Societies and Online Activism, ICT & Media Policies, Intercultural Communication and Language, Participation and Social Change, Human Rights and Conflict Management)</i>	3442 8622	jservaes
Associate Head/ Associate Professor He, Joe BA equivalent (Beijing Broadcasting Institute), MA (Chinese Academy of Social Sciences), PhD (Indiana, US) <i>(New Media Theories and Issues, On-line Journalism, Communication Theories, Media and Society, International Communication, Communication Patterns in Chinese Society)</i>	3442 8217	joe.he
Chair Professor/ Director of Center for Communication Research Lee, Chin Chuan BA (National Chengchi, Taiwan), MA (Hawaii, US), PhD (Michigan, US) <i>(Global Communication, Political Economy of the Media, Media Sociology, Media and Social Change, Social Theories and Media Studies)</i>	3442 8736	chinchuan.lee
Professors Chang, Tsan Kuo BA (National Kaohsiung Normal, Taiwan), MA (National Chengchi, Taiwan), PhD (Texas-Austin, US) <i>(Sociology of News, Media and Globalization, Cyberspace and International Communication, Comparative Research, and Mass Media and Foreign Policy)</i>	3442 8730	tkchang
Zhu, Jonathan J H BA & MA (Fudan), PhD (Indiana, US) <i>(Structure, Diffusion, Use and Effect of New Media, Social Network Analysis, Web Mining, Computational Social Science, Quantitative Research Methodology, Statistical Analysis)</i>	3442 7186	j.zhu
Associate Professors Chen, Ni BA (Nanjing Normal University), MA, PhD (Ohio, US) <i>(Public Relations, Corporate Communication, Integrated Communications, and Intercultural Communication)</i>	3442 8655	nichen
Chia, Stella C Y BA (National Chengchi, Taiwan), MA, PhD (Wisconsin-Madison, US) <i>(Media Effects, Public Opinion, Adolescent Behavior and New Technology)</i>	3442 8627	cychia

<p>Li, Xigen Diploma (Fudan), MA (Chinese Academy of Social Sciences), PhD (Michigan State, US) <i>(Media Use and Communication Behavior on the Internet, Media Effects in the Digital Age, and Social Influence on Media Content)</i></p>	3442 8602	lixigen
<p>Skoric, Marko M BA (University College London, UK), PhD (University of Michigan, US) <i>(New Media and Social Change, Political Participation and Civic Engagement, New Technologies and Policy, IT-driven Innovation)</i></p>	3442 8990	marko.skoric
<p>Yao, Mike BA, MA, PhD (University of California, Santa Barbara, US) <i>(Media Psychology, Communication Law and Policy, Internet Privacy and Security, Quantitative Research Methods)</i></p>	3442 8611	mike.yao
Assistant Professors		
<p>Ivanov, Alexander BA (American University in Bulgaria), MA (Texas-Austin, US), PhD (Simon Fraser, Canada) <i>(Design and Evaluation of Graphical User Interfaces for Computer-Mediated Communication, Social Media and Online Collaboration, Theories of Motivation and Satisfaction, Interactive Marketing, Information Visualization, User Experience Design)</i></p>	3442 5967	aivanov
<p>Jiang, Crystal L BA (Peking), MPhil (HKBU), PhD (Cornell, US) <i>(Social Media, Health Communication, Mediated Cognitions and Relationships, Message Design and Processing, Quantitative Research Methods)</i></p>	3442 9332	crystal.jiang
<p>Kim, Yoojung BA (Hankuk University of Foreign Studies), MA (Korea University), MA & PhD (Texas-Austin, US) <i>(Advertising, Consumer Behavior in Social Media, Consumer-brand Relationship)</i></p>	–	yj.kim
<p>Liang, Limin BA & MA (Beijing Foreign Studies), PhD (Northwestern, US) <i>(Media Sociology, Cultural Studies of Journalism, Social Implications of Media Technologies, International Broadcasting and Public Diplomacy)</i></p>	3442 9331	limliang
<p>Lin, Fen BA (Peking), PhD (Chicago, US) <i>(Media Sociology, State-media Dynamics, Social Movements, Social Change and Mass Media, Professionalization and International Communication)</i></p>	3442 8691	fenlin
<p>Lin, Wan-Ying BA (NTU, Taiwan), MA (National Chengchi, Taiwan), MPP (Duke), MA & PhD (University of Southern California, US) <i>(New Media and Youth, Internet Campaigns, Media Effects, Social and Economic Implications of Technologies, Transnationalism and Migration, Media and Globalization)</i></p>	3442 8868	wanying
<p>Shen, Fei BA (Tongji), MA (HKBU), PhD (Ohio State, US) <i>(Political Communication, Public Opinion, Quantitative Methodology, New Media and Social Transformation, Sociology of News, Social Movements)</i></p>	3442 5965	feishen

Senior Teaching Fellow		
Kwan, Peter W Dip (HKBU), MA (HKBU) (<i>TV News Production & Anchoring, TV News Practicum</i>)	3442 5966	pwkwan
Instructors		
Chan, Sunny S L BA (Texas-Austin, US), MBA & MMgt (Macquarie), MSocSc (South Australia), MA (CityU), MEd (CUHK) (<i>Internet Communication, Integrated Marketing Communication, Introduction to Advertising, e-Marketing, Crisis Communication, Integrated Strategic Communication, Advertising Production Design, Fundamental of Marketing</i>)	3442 5771	singchan
Ma, Wang Wai PGD, MA (CityU), PGD, MSc (HKBU) (<i>News Reporting, News Writing, News Editing, Media and Society, Media Relationship, Media and Governance, Corporate Governance, Investor Relationship</i>)	3442 7655	wangwai
Yeung, Sonia K Y BSSc (HKBU), MA (Essex), PCEd (HKU) (<i>Writing for the Media, Fundamentals of Persuasive Communication, Crisis Communication, Introduction to Public Relations, Communication Management</i>)	3442 8651	sonia.yeung
Senior Research Associates		
Li, Yuhong BA (Jilin Normal University), MA (Hiroshima University, Japan), MPA (Columbia, US) (<i>Writing for the Media, Current Affairs and Documentary Production, Media and Communication in Chinese Context, China in the Eyes of World Media</i>)	3442 5774	yuhongli
Man, Charles C W BA, MPhil (CityU), PhD (HKUST)	3442 6129	ccrman
Administrative Staff		
Supervisory Executive Officer		
Leung, Kitty Y F BBus (Monash), MA (CityU)	3442 8860	kitty.leung
Executive Officer I		
Leung, Phoebe S BSc, MA (HKUST)	3442 8674	psmleung
Clerical Officers		
Ho, Jessica H Y	3442 8680	jessica.ho
Lam, Heidi C T	3442 8895	heidi.lam
Poon, Connie O L BBAM (De Montfort)	3442 8692	mcpoon
Assistant Computer Officers		
Chan, Vicky Y F BSc (CityU), MSc (HKU)	3442 5775	ychan2

Lau, Lawrence K C BSc (CityU), MSc (PolyU)	3442 8866	l.1
<i>Audio-Visual Assistants</i>		
Ma, Lu BA (Communication University of China), MA (CityU)	3442 5969	luma23
Sun, Haosen BA (Tianjin University of China), MA (CityU)	3442 9244	haosensun3
<i>Junior Technician</i>		
Cheung, Sai Hung BA (CityU)	3442 8684	saicheung9
<i>Research Assistants</i>		
Cheng, Du BA (Waikato) , MA (CUHK)	3442 4459	ducheng
Lo, Gennis H M BA (CityU)	3442 2577	gennis.lo

3. Bachelor of Arts (Hons) in Media and Communication (MDCM)

媒體與傳播榮譽文學士

This major is designed to bring about a convergence in traditionally diverse modes of mass communication (journalism, television/radio, advertising, public relations and new media) and to equip students to work in a multimedia environment for a wide range of professional careers in both private and public sectors, such as the media, corporate communication and civil service.

3.1 Aims of Major

- equip students with current knowledge of theories and practices of media and communication from an interdisciplinary perspective;
- develop students' critical and creative abilities in discovering understanding the processes and structure of media and communication and their everyday life;
- able to apply relevant theories and appropriate methods to analyze the interplay between media and society in various contexts and at different levels;
- train students to be well-rounded professional communicators in verbal, written and visual skills in both English and Chinese.

3.2 Intended Learning Outcomes of Major (MILOs)

Upon successful completion of this programme, students should be able to:

1. command verbal, written and visual skills and knowledge in English and Chinese to design and implement effective communication tasks in such professional fields as journalism, publishing, advertising, public relations, and new media;
2. explore, through real-world experience, the changing media and communication infrastructure and resources in the digital information age;
3. discover relevant body of knowledge and research involving the interplay among media, communication and society;
4. demonstrate the ability and knowledge to identify the issues and problems concerning the form and content of communication in the global society;
5. apply appropriate theories and research methods to conceive, analyze and evaluate solutions to practical communication problems in various public and private sectors;
6. conduct original research related to media and society in the domestic and international contexts.

3.3 MDCM Programme Committee

Major Leader and Chair	Professor Chang, Tsan Kuo (Email: tkchang@cityu.edu.hk, Office Tel.: 3442 8730)
Ex-officio Member	Professor Servaes, Jan
Members:	Dr He, Joe Dr Lin, Fen Dr Shen, Fei
	Student representatives, one or two from each cohort

MDCM Major Structure
(For students Admitting in 2013/14)

Degree Requirement

Category	Normative 4-year Degree	Advanced Standing I	Advanced Standing II
Gateway Education			
- Distributional Area Requirement	21	12	9
- English	6	6	3 (Discipline-specific English)
- Chinese Civilisation	3	3	Not compulsory requirement
College Requirement	15	9	Fully exempted
Major Core Courses	27	27	27
Major Electives	27	27	27
Minor (optional)	15-18	15-18	15-18
Free Electives	<i>Reminder to fulfill the credit requirement for graduation, if necessary</i>		
Total no. of credit units			
Minimum	120	90	66
Maximum	144	114	84

A) Gateway Education

- a) Distributional Requirement (minimum 3 credit units from each areas)

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

For details of the GE courses, please visit http://www6.cityu.edu.hk/ge_info/

- b) English

GE English (1): GE 1401 University English

GE English (2): Discipline-specific English

For details of the GE English courses, please visit <http://www.english.cityu.edu.hk/GE>

Note: Students whose entry qualification in English falls below Level 4 in HKDSE English Language OR Grade D in HKALE AS-level Use of English are required to complete the 6-credit EL0200 English for Academic Purposes course prior to taking the above GE English courses. The credits earned from taking EL0200 will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of the cumulative grade point average (CGPA).

- c) Chinese Civilisation

GE1501 Chinese Civilisation – History and Philosophy

For details of the course on Chinese Civilisation – History and Philosophy, please visit

http://www.cciv.cityu.edu.hk/course/history_and_philosophy/

B) College Requirement

Students entering the four-year degree with Advanced Standing I from 2013/14 onwards are required to take three courses (total 9 credit units) from a list of courses approved by the College Board for fulfilment of the College Requirement. The courses chosen to fulfil the College Requirement must be offered outside the students' home departments.

For details of the list of courses for fulfillment of College Requirement for Advanced Standing I and Transfer-in students, please visit

http://www6.cityu.edu.hk/class/collegereq201314.aspx#adv_stand_i

C) Major Requirement

Major Core Courses (27 Credits)

Course Code	Course Title	Level	Credits
COM2103	Communication Research Methods	B2	3
COM2105	Visual Communication	B2	3
COM2118	Media and Society	B2	3
COM2202	Writing for the Media	B2	3
COM2301	Video Production for Mass Communication	B2	3
COM2509	Interactive Digital Communication	B2	3
COM3115	Communication Law and Ethics	B3	3
COM3119	International Communication	B3	3
COM4601	Communication Practicum [®]	B4	3

Major Electives (27 Credits)

Part A: Choose two courses (6 credit units) from the following electives

Course Code	Course Title	Level	Credits
COM2501	Internet Communication	B2	3
COM3107	Fundamentals of Persuasive Communication	B3	3
COM3109	Media and Communication in Chinese Contexts	B3	3
COM3117	Media, Communication and Public Opinion	B3	3
COM4602	Topical Studies in Communication	B4	3
COM4603	Professional Communication Internship	B4	3

Part B: Choose seven courses (21 credit units) from the following electives

Three courses (9 credit units) must be writing related (COM2201, COM2502, COM3203, COM3412, COM3413, COM4204, COM4205, COM4208, COM4306).

At least two courses (6 credit units) must be chosen from each of the two streams for a total of 12 credits. Two other electives in Part C may be taken in lieu of the electives specified in Part A and Part B.

The same course can be used to satisfy both the writing and stream requirements.

Print Journalism / Publishing Stream

Course Code	Course Title	Level	Credits
COM2201	News Writing and Reporting #	B2	3
COM2302	Video Editing for Mass Communication	B2	3
COM2502	Multimedia Authoring #	B2	3
COM3203	Digital Journalism #	B3	3
COM3209	Digital Photojournalism	B3	3
COM3412	Advertising Production Design #	B3	3
COM3413	Writing for Public Relations #	B3	3
COM4204	News Feature Writing #	B4	3
COM4205	Advanced News Reporting #	B4	3
COM4208	Magazine Writing and Production #	B4	3
COM4210	Cross-platform Publication Design and Layout	B4	3
COM4306	Television News Reporting #	B4	3
COM4511	Streaming Media	B4	3

Advertising / PR Stream

Course Code	Course Title	Level	Credits
COM2401	Fundamentals of Advertising	B2	3
COM2402	Principles of Public Relations	B2	3
COM3404	Event Planning and Management	B3	3
COM3406	Strategic Media Planning	B3	3
COM3411	Interactive Advertising	B3	3
COM3408	Integrated Strategic Communication	B3	3
COM3505	Internet Communication Management	B3	3
COM3510	Digital e-Marketing Communication	B3	3
COM4114	Crisis Communication	B4	3
COM4207	Campaign Planning and Management	B4	3
COM4414	Broadcast Advertising	B4	3
COM4506	Multimedia Campaign Management	B4	3

Part C: Other Electives

Course Code	Course Title	Level	Credits
COM2116	Audience Analysis and Media Strategies	B2	3
COM2405	Communication and Marketing	B2	3
COM3410	Consumer Behaviour Analysis	B3	3
COM4305	Current Affairs Documentary Production	B4	3
COM4307	Television News Production and Anchoring	B4	3
COM4308	Television News Practicum	B4	3
COM4309	Radio News Production	B4	3
CB2601	Marketing	B2	3
MKT3603	Consumer Behaviour	B3	3
AIS4025	Globalization and Socio-cultural Changes	B4	3
POL3306	Organizational Behaviour for Public Management *	B3	3
POL3313	Governance in Asia	B3	3
SS2023	Basic Psychology I	B2	3
CTL3165	Chinese for Advertising	B3	3
CTL3167	Chinese for Mass Media	B3	3
CLA3100	CLASS Summer Professional Internship I	B3	3

Notes:

Writing related course

@ Students can use COM4603 in lieu of COM4601

* Pending for University approval

Table 1

**Major in Media and Communication
Recommended Study Plan – Normative 4-year Degree**

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 1	<p><u>GE1401 University English</u></p> <p><u>CLA1001</u> Fundamentals of University Learning</p> <p><u>Two College Courses</u> (<u>CLA1201/1301/1401</u>) and (<u>CLA 1101/1501/1601</u>)</p> <p><u>GE Distributional Area Requirement #1</u></p>	<p>One Discipline-specific English (www.english.cityu.edu.hk/GE/)</p> <p><u>Two College Courses</u> (<u>CLA1201/1301/1401</u>) and (<u>CLA 1101/1501/1601</u>)</p> <p><u>GE Distributional Area Requirement #2</u> <u>GE Distributional Area Requirement #3</u></p>
Year 2	<p><u>Major Core Courses</u> - COM2202 Writing for the Media - COM2105 Visual Communication</p> <p><u>Major Elective #1 & #2</u> <u>GE Distributional Area Requirement #4</u></p>	<p><u>Major Core Courses</u> - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication</p> <p><u>Major Elective #3 & #4</u> <u>GE Distributional Area Requirement #5</u></p>
Year 3	<p><u>Major Core Courses</u> - COM2118 Media and Society - COM2301 Video Production for Mass Communication</p> <p><u>Major Elective #5 & #6</u> <u>GE1501 Chinese Civilization- History and Philosophy</u></p>	<p><u>Major Core Courses</u> - COM3115 Communication Law and Ethics - COM3119 International Communication</p> <p><u>Major Elective #7 & #8</u> <u>GE Distributional Area Requirement #6</u></p>
Year 4	<p><u>Major Core Courses</u> - COM4601 Communication Practicum</p> <p><u>GE Distributional Area Requirement #7</u> <u>Major Elective #9</u> <u>Free Elective #1, #2</u></p>	<p><u>Free Elective #3, #4, #5, #6 & #7</u></p>

Student admitted on Normative 4-year Degree is required to complete at least **120 credits** in order to graduate.

For details about the specific requirement on major electives, please refer to P.8 of this handbook.

Note: The Department reserves the right to make changes on the above progression pattern.

Table 2

**Major in Media and Communication
Recommended Study Plan – Advanced Standing I**

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 2	<u>Major Core Courses</u> - COM2202 Writing for the Media - COM2105 Visual Communication <u>College Requirement #1 & #2</u> <u>GE English #1</u>	<u>Major Core Courses</u> - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication <u>College Requirement #3</u> <u>GE English #2</u> <u>Major Elective #1</u>
Year 3	<u>Major Core Course</u> - COM2118 Media and Society - COM2301 Video Production for Mass Communication <u>Major Elective #2 & #3</u> <u>GE1501 Chinese Civilization- History and Philosophy</u>	<u>Major Core Courses</u> - COM3115 Communication Law and Ethics - COM3119 International Communication <u>Major Elective #4 & #5</u> <u>GE Distributional Area Requirement #1</u>
Year 4	<u>Major Core Course</u> - COM4601 Communication Practicum <u>Major Elective #6 & #7</u> <u>GE Distributional Area Requirement #2 & #3</u>	<u>Major Elective #8 & #9</u> <u>GE Distributional Area Requirement #4</u> <u>Free Elective #1 & #2</u>

Student admitted on Advanced Standing I is required to complete at least **90 credits** in order to graduate.

For details about the specific requirement on major electives, please refer to P.8 of this handbook.

Note: The Department reserves the right to make changes on the above progression pattern.

Table 3

**Major in Media and Communication
Recommended Study Plan – Advanced Standing II**

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 3	<u>Major Core Courses</u> - COM2202 Writing for the Media - COM2105 Visual Communication <u>GE English #2</u> <u>Major Elective #1</u> <u>GE Distributional Area Requirement #1</u>	<u>Major Core Courses</u> - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication <u>Major Elective #2, #3 & #4</u> <u>GE Distributional Area Requirement #2</u>
Year 4	<u>Major Core Courses</u> - COM2118 Media and Society - COM2301 Video Production for Mass Communication - COM4601 Communication Practicum <u>Major Elective #5, #6 & #7</u>	<u>Major Core Courses</u> - COM3115 Communication Law and Ethics - COM3119 International Communication <u>Major Elective #8 & #9</u> <u>GE Distributional Area Requirement #3</u>

Student admitted on Advanced Standing II is required to complete at least **66 credits** in order to graduate.

For details about the specific requirement on major electives, please refer to P.8 of this handbook.

Note: The Department reserves the right to make changes on the above progression pattern.

4. Bachelor of Arts (Hons) in Digital Television and Broadcasting (BATVB)

數碼電視與廣播榮譽文學士

4.1 Aims of Major

The major aims to train students to be professionals in the digital television and broadcasting industry. It puts students on the forefront of broadcasting technology and enables them to learn a broad range of digital media skills, concepts, content, forms, trends and terminologies. It develops and extends students' creative potential and nurtures their entrepreneurial expertise in such a way that encourages them to explore, discover and present unique peculiarities of social realities. It prepares graduates to take up the artistic, innovative, technological and management role in the ever changing media sector such as television and broadcasting carried through various channels, such as terrestrial airwaves, satellite, cable, CCTV, the Internet, and mobile platforms.

4.2 Intended Learning Outcomes of Major (MILOs)

Upon successful completion of this programme, students should be able to:

1. explain and describe digital television and broadcasting attributes, characteristics, trends and cultural aspects;
2. collaborate in a multi-disciplinary team to perform effective programming, design and production for digital television and broadcasting;
3. create new ideas and solutions to live studio and field digital broadcasting production that discovers and presents unique peculiarities of social realities;
4. adopt and exploit emerging IT and digital broadcasting technologies, and engage in life-long learning;
5. communicate effectively, deliver and perform critical analysis of programming and content for various digital television and broadcasting applications;
6. apply mass communication theories and principles for digital televisions and broadcasting in such a way that new discoveries in both content and forms are incorporated;
7. reflect on the legal, ethical and social responsibilities of a digital television and broadcasting professional in a global society;
8. describe and analyze business and entrepreneurial aspects for digital televisions and broadcasting applications;
9. effectively use digital television and broadcasting in marketing, communication and advertisement;
10. apply specialized knowledge in selected area(s) of digital television and broadcasting that demonstrate new discoveries in both content and presentation.

Major Leader: Dr He, Zhou
(Email: joe.he@cityu.edu.hk, Office Tel.: 3442 8217)

BATVB Major Structure

Degree Requirement

Category	Normative 4-year Degree	Advanced Standing I	Advanced Standing II
Gateway Education			
- Distributional Area Requirement	21	12	9
- English	6	6	3 (Discipline-specific English)
- Chinese Civilisation	3	3	Not compulsory requirement
College Requirement	15	9	Fully exempted
Major Core Courses	42	42	42
Major Electives	12	12	12
Minor (optional)	15-18	15-18	15-18
Free Electives	<i>Reminder to fulfill the credit requirement for graduation, if necessary</i>		
Total no. of credit units			
Minimum	120	90	66
Maximum	144	114	84

A) Gateway Education

- a) Distributional Requirement (minimum 3 credit units from each areas)

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

For details of the GE courses, please visit http://www6.cityu.edu.hk/ge_info/

- b) English

GE English (1): GE 1401 University English

GE English (2): Discipline-specific English

For details of the GE English courses, please visit <http://www.english.cityu.edu.hk/GE>

Note: Students whose entry qualification in English falls below Level 4 in HKDSE English Language OR Grade D in HKALE AS-level Use of English are required to complete the 6-credit EL0200 English for Academic Purposes course prior to taking the above GE English courses. The credits earned from taking EL0200 will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of the cumulative grade point average (CGPA).

- c) Chinese Civilisation

GE1501 Chinese Civilisation – History and Philosophy

For details of the course on Chinese Civilisation – History and Philosophy, please visit

http://www.cciv.cityu.edu.hk/course/history_and_philosophy/

B) College Requirement

Students entering the four-year degree with Advanced Standing I from 2013/14 onwards are required to take three courses (total 9 credit units) from a list of courses approved by the College Board for fulfilment of the College Requirement. The courses chosen to fulfil the College Requirement must be offered outside the students' home departments.

For details of the list of courses for fulfillment of College Requirement for Advanced Standing I and Transfer-in students, please visit

http://www6.cityu.edu.hk/class/collegereq201314.aspx#adv_stand_i

C) Major Requirement

Major Core Courses (42 credit units)

Course Code	Course Title	Level	Credits
SM1014	Sound Basics and Design	B2	3
COM2105	Visual Communication	B2	3
COM2116	Audience Analysis and Media Strategies	B2	3
COM2118	Media and Society	B3	3
COM2202	Writing for the Media	B2	3
COM2302	Video Editing for Mass Communication	B2	3
COM3115	Communication Laws and Ethics	B3	3
COM3119	International Communication	B2	3
COM3209	Digital Photojournalism	B3	3
COM4305	Current Affairs Documentary Production	B4	3
COM4306	Television News Reporting	B4	3
COM4307	Television News Production and Anchoring	B4	3
COM4308	Television News Practicum	B4	3
COM4309	Radio News Production	B4	3

Major Electives (12 credit units)

Course Code	Course Title	Level	Credits
COM2201	News Writing and Reporting	B2	3
COM2301	Video Production for Mass Communication	B2	3
COM2401	Fundamentals of Advertising	B2	3
COM2402	Principles of Public Relations	B2	3
COM2407	Integrated Marketing Communication Principles and Practices	B2	3
COM2501	Internet Communication	B2	3
COM2509	Interactive Digital Communication	B2	3
COM3203	Digital Journalism	B3	3
MGT3424	Principles of Entrepreneurship	B3	3
COM3406	Strategic Media Planning	B3	3
COM3408	Integrated Strategic Communication	B3	3
COM3411	Interactive Advertising	B3	3
COM3412	Advertising Production Design	B3	3
COM3413	Writing for Public Relations	B3	3
SM3506	Studio Lighting and Cinematography	B3	3
COM3507	Digital Arts and Communication	B3	3
SM4129	Digital Visual Effects	B4	3
COM4114	Crisis Communication	B4	3
COM4403	Communication Management	B4	3
COM4414	Broadcast Advertising	B4	3
SM4502	Animation for Interactive Content	B4	3
COM4504	Communication Design	B4	3
COM4603	Professional Communication Internship	B4	3
MKT4628	e-Marketing	B4	3

Table 4

**Major in Digital Television and Broadcasting
Recommended Study Plan – Normative 4-year Degree**

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 1	<u>GE1401 University English</u> <u>CLA1001</u> Fundamentals of University Learning <u>Two College Courses</u> (CLA1201/1301/1401) and (CLA 1101/1501/1601) <u>GE Distributional Area Requirement #1</u>	One Discipline-specific English (www.english.cityu.edu.hk/GE/) <u>Two College Courses</u> (CLA1201/1301/1401) and (CLA 1101/1501/1601) <u>GE Distributional Area Requirement #2</u> <u>GE Distributional Area Requirement #3</u>
Year 2	<u>Major Core Courses</u> - COM2105 Visual Communication - COM2118 Media and Society - COM2302 Video Editing for Mass Communication <u>Major Elective #1</u> <u>GE Distributional Area Requirement #4</u>	<u>Major Core Courses</u> - COM3115 Communication Law and Ethics - COM3119 International Communication - COM4306 Television News Reporting <u>Major Elective #2</u> <u>GE Distributional Area Requirement #5</u>
Year 3	<u>Major Core Courses</u> - COM2202 Writing for the Media - COM3209 Digital Photojournalism - SM1014 Sound Basics and Design <u>GE1501 Chinese Civilization- History and Philosophy</u> <u>Free Elective #1</u> (for student who takes COM4603 in Summer, <u>Major Elective #3</u>)	<u>Major Core Courses</u> - COM2116 Audience Analysis and Media Strategies - COM4305 Current Affairs Documentary Production - COM4307 Television News Production and Anchoring <u>Free Elective #2 & #3</u>
Year 4	<u>Major Core Courses</u> - COM4308 Television News Practicum - COM4309 Radio News Production <u>Major Elective #4</u> <u>GE Distributional Area Requirement #6</u> <u>Free Elective #4</u>	<u>GE Distributional Area Requirement #7</u> <u>Free Elective #5, #6 & #7</u>

Student admitted on Normative 4-year Degree is required to complete at least **120 credits** in order to graduate.

Note: The Department reserves the right to make changes on the above progression pattern.

Table 5

**Major in Digital Television and Broadcasting
Recommended Study Plan – Advanced Standing I**

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are strongly advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 2	<u>Major Core Courses</u> - COM2105 Visual Communication - COM2118 Media and Society - COM2302 Video Editing for Mass Communication <u>Major Elective #1</u> <u>GE English #1</u>	<u>Major Core Courses</u> - COM3115 Communication Law and Ethics - COM3119 International Communication - COM4306 Television News Reporting <u>GE1501 Chinese Civilization- History and Philosophy</u> <u>College Requirement #1</u>
Year 3	<u>Major Core Courses</u> - COM2202 Writing for the Media - COM3209 Digital Photojournalism - SM1014 Sound Basics and Design <u>College Requirement #2</u> <u>GE English #2</u>	<u>Major Core Courses</u> - COM2116 Audience Analysis and Media Strategies - COM4305 Current Affairs Documentary Production - COM4307 Television News Production and Anchoring <u>College Requirement #3</u> <u>Major Elective #2</u>
	(for student who takes COM4603 in Summer, <u>Major Elective #3</u>)	
Year 4	<u>Major Core Courses</u> - COM4308 Television News Practicum - COM4309 Radio News Production <u>Major Elective #4</u> <u>GE Distributional Area Requirement #1</u>	<u>Free Elective #1 & #2</u> <u>GE Distributional Area Requirement #2, #3 & #4</u>

Student admitted on Advanced Standing I is required to complete at least **90 credits** in order to graduate.

For details about the specific requirement on major electives, please refer to P. 15 of this handbook.

Note: The Department reserves the right to make changes on the above progression pattern.

5. Bachelor of Arts (Hons) in Integrated Strategic Communication (BAISC) 整合策略傳播榮譽文學士

This major is the first of its kind in Hong Kong. It offers students the opportunity to develop expertise in integrated strategic communication (often interchangeably termed "integrated marketing communication" or "integrated communication"), which is useful for diverse career destinations, such as agencies specializing in advertising, public relations, and direct marketing along with the media and communication technology industries, corporations, nonprofit organizations, the civil service, and regulatory consumer protection agencies.

5.1 Teaching, Learning and Assessment Strategies

- the main teaching strategy in the programme will be one that emphasizes the incorporation of theory and professional training. Students will be taught the theoretical principles of communication, advertising, public relations, marketing, new media, and integrated strategic communication. At the same time, they will obtain hands-on skills through laboratory work and small-group sessions that apply the theoretical concepts to problem-solving and creative activities;
- as the programme is cross-disciplinary in nature, collaborative teaching by scholars from several disciplines will be adopted. Two courses (*Introduction to Marketing* and *Consumer Behavior*) will be taught by the Department of Marketing;
- new media technologies will be widely used in such areas as visual communication, communication design, and internet communication;
- summer courses are available for students;
- the assessment will be a combination of examinations for conceptual courses and coursework for skills-based professional courses.

5.2 BAISC Programme Committee

Major Leader and Chair	Dr Yao, Mike (Email: mike.yao@cityu.edu.hk, Office Tel.: 3442 8611)
Ex-officio Member	Professor Servaes, Jan
Members:	Dr He, Joe Professor Zhu, Jonathan J H Dr Chia, Stella C Y Student representatives, one or two from each cohort

5.3 Major Structure

- As shown in the following diagram, the programme contains five integrated components: Communication Foundation, Advertising/Public Relations, Integrated Communication, Marketing and Communication, and Media Communication. This design is on par with similar programmes at leading universities in the world.

BAISC Major Structure

Degree Requirement

Category	Credits
Gateway Education	
- A minimum of 3 credit units from each of the three areas below:	
- Distributional Area Requirements (Area 1: Arts and Humanities, Area 2: Study of Societies, Social and Business Organisations; Area 3: Science and Technology)	9
- English (Discipline-specific English)	3
Major Core Courses	39
Major Electives	9
Total no. of credit units	60

Notes: Regarding the University's English Language Requirement, please visit the Academic Regulations and Records Office website for more information: <http://www.english.cityu.edu.hk/GE/>

Major Core Courses (39 credit units)

Course Code	Course Title	Level	Credits
Communication Foundation			
COM2103	Communication Research Methods	B2	3
Advertising/Public Relations			
COM2401	Fundamentals of Advertising	B2	3
COM2402	Principles of Public Relations	B2	3
COM3412	Advertising Production Design	B3	3
COM3413	Writing for Public Relations	B3	3
Integrated Communication			
COM2105	Visual Communication	B2	3
COM3107	Fundamentals of Persuasive Communication	B3	3
COM3406	Strategic Media Planning	B3	3
COM4114	Crisis Communication	B4	3
Marketing & Communication			
COM2405	Communication and Marketing	B2	3
COM2407	Integrated Marketing Communication Principles and Practices	B2	3
Media Communication			
COM2118	Media and Society	B2	3
COM3410	Consumer Behavior Analysis	B3	3

Major Electives (9 credit units)

Course Code	Course Title	Level	Credits
COM2201	News writing and reporting	B2	3
COM2202	Writing for the Media	B2	3
COM2206	Fundamentals of Journalism	B2	3
COM2301	Video Production for Mass Communication	B2	3
COM2501	Internet Communication	B2	3
COM3119	International Communication	B3	3
COM4307	Television News Production and Anchoring	B4	3
COM4403	Communication Management	B4	3
COM4414	Broadcast Advertising	B4	3
COM4603	Professional Communication Internship	B4	3
CTL3165	Chinese for Advertising	B3	3
CTL3167	Chinese for Mass Media	B3	3

Table 6
Major in Integrated Strategic Communication
Recommended Study Plan – Advanced Standing II

It is recommended that student should take 5 courses in each semester without intermission in order to fulfill the study requirements within the 2-year normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 1	<u>Major Core Courses</u> - COM2105 Visual Communication - COM3410 Consumer Behavior Analysis - COM2405 Communication and Marketing <u>GE English #2</u> <u>GE Distributional Area Requirement #1</u>	<u>Major Core Courses</u> - COM2103 Communication Research Methods - COM2401 Fundamentals of Advertising - COM2402 Principles of Public Relations - COM3413 Writing for Public Relations <u>GE Distributional Area Requirement #2</u>
Year 2	<u>Major Core Courses</u> - COM3107 Fundamentals of Persuasive Communication - COM2118 Media and Society - COM4114 Crisis Communication <hr/> <p style="text-align: center;"><i>Option 1</i></p> <hr/> <u>Major Elective #1</u> <u>GE Distributional Area Requirement #3</u>	<u>Major Core Courses</u> - COM2407 Integrated Marketing - Communication Principles and Practices - COM3406 Strategic Media Planning - COM3412 Advertising Production Design & <hr/> <u>Major Elective #2 & #3</u>
	<hr/> <p style="text-align: center;"><i>Option 2</i></p> <hr/> (for student who takes COM4603 in Summer, <u>Major Elective #1</u>) <u>Major Elective #2</u> <u>GE Distributional Area Requirement #3</u>	<hr/> <u>Major Elective #3</u>
	<hr/> <p style="text-align: center;"><i>Option 3</i></p> <hr/> <u>Major Elective #1, #2 & #3</u>	<hr/> <u>GE Distributional Area Requirement #3</u>

Please refer to the ARRO's website for major curriculum and elective requirement,
http://eportal.cityu.edu.hk/bbcswebdav/institution/APPL/Major/Current/BA_ISC.htm

Note: The Department reserves the right to make changes on the above progression pattern.

6. Master of Arts in Communication and New Media (MACNM)

傳播與新媒體文學碩士

6.1 Programme Aims:

This programme aims to provide advanced training on human communication theories and cutting-edge media technologies for professionals working in the following fields: mass media, advertising, public relations, marketing, corporate communication, governmental or non-profit organizational communication, web and multimedia production and communication, mobile media and other communication-related sectors. Graduates from the programme are expected to become knowledgeable, skillful and innovative in planning, designing, producing, and evaluating communication projects embedded with new media technology.

6.2 Programme Intended Learning Outcomes (PILOs):

Upon successful completion of this programme, students should be able to:

1. discover conceptual underpinnings and empirical bases of major schools of thoughts in communication and new media;
2. compare and explain similarities and differences in policy and regulations of traditional and new media across societies within and outside Greater China;
3. analyse key issues in the contemporary debates on the globalization of local and national media and communication industries;
4. design and implement innovative communication projects involving the Internet, multimedia and/or other new technologies;
5. evaluate the effectiveness of innovative technology-embedded communication projects;
6. apply the learned conceptual, technical, creative and managerial skills in communication practices.

6.3 Programme Committee:

Programme Leader and Chair	Dr Li, Xigen (Email: lixigen@cityu.edu.hk , Office Tel.: 3442 8602)
Ex-officio Member	Professor Servaes, Jan
Members:	Professor Zhu, Jonathan J H Dr Chen, Ni Dr He, Joe Dr Yao, Mike Student representatives, one or two from each cohort

MACNM Programme Structure

Programme Core (15 credit units)

Course Code	Course Title	Level	Credits
COM5101	Communication Fundamentals	P5	3
COM5102	Global Communication	P5	3
COM5103	Policy and Regulations of New Media	P5	3
COM5501	Internet Communication	P5	3
COM5502	Multimedia Communication	P5	3

Programme Electives (15 credit units)

Choose five from the following:

Course Code	Course Title	Level	Credits
COM5104	Research Methods for Communication and New Media	P5	3
COM5105	Media Economics and Management	P5	3
COM5106	Integrated Marketing Communication	P5	3
COM5107	Professional Communication Skills	P5	3
COM5108	Psychological Processing of New Media	P5	3
COM5110	Public Communication Campaign Management	P5	3
COM5112	Communication Research Seminar	P5	3
COM5401	Advertisement Production and Management	P5	3
COM5402	Public Relations Strategies	P5	3
COM5403	Crisis Communication and Management	P5	3
COM5503	Dynamic Web Communication	P5	3
COM5504	Advanced Multimedia Communication	P5	3
COM5505	Digital Media for E-Marketing	P5	3
COM5602	Directed Studies	P5	3
COM5604	Professional Internship	P5	3
COM5605	Multimedia Practicum	P5	3

Programme Requirement

	Credits
Programme Core	15
Programme Electives	15
Total No. of Credit Units for MACNM	30

7 Master of Arts in Integrated Marketing Communication (MAIMC) 整合營銷傳播文學碩士

7.1 Programme Aims:

This programme aims to provide quality education to students in integrated marketing communication, blending seamlessly traditionally separated communication modes of advertising, public relations, marketing and new media communication. It furnishes students with the knowledge of theories and principles on integrated marketing communication as well as skills of applying the state-of-the-art technologies in discovering, exploring and presenting unique peculiarities of social realities. This programme, thus, prepares students who are equipped with the knowledge and skills to work as communication professionals in a converged media/communication environment for a wide range of careers in such sectors as the media, public and corporate communication, advertising and public relations, and civil service.

7.2 Programme Intended Learning Outcomes (PILOs):

Upon successful completion of this programme, students should be able to:

1. command the relevant body of knowledge and critical abilities in analyzing and discovering the complexities involving the interplay among media, integrated marketing communication and society;
2. demonstrate the ability and knowledge to design and implement effective communication tasks using integrated marketing communication skills in advertising, public relations, marketing and new media;
3. adopt emerging new communication technologies to generate creative ideas in practice of integrated marketing communication;
4. apply relevant theories/principles and conduct appropriate research to conceive, analyze and develop ethical solutions to practical communication problems in various public and private sectors, domestic and international alike.

7.3 Programme Committee:

Programme Leader and Chair	Dr Chen, Ni (Email: nichen@cityu.edu.hk, Office Tel.: 3442 8655)
Ex-officio Member	Professor Servaes, Jan
Members:	Professor Zhu, Jonathan J H Dr He, Joe Dr Li, Xigen Dr Yao, Mike
	Student representatives, one or two from each cohort

MAIMC Programme Structure

Programme Core (21 credit units)

Course Code	Course Title	Level	Credits
COM5104	Research Methods for Communication and New Media	P5	3
COM5106	Integrated Marketing Communication	P5	3
COM5111	Fundamentals of Marketing Communication	P5	3
COM5401	Advertising Production and Management	P5	3
COM5402	Public Relations Strategies	P5	3
COM5403	Crisis Communication and Management	P5	3
COM5405	Consumer Behavior Insight	P5	3

Programme Electives (9 credit units)

Choose three from the following:

Course Code	Course Title	Level	Credits
COM5102	Global Communication	P5	3
COM5108	Psychological Processing of New Media	P5	3
COM5110	Public Communication Campaign Management	P5	3
COM5404	Stakeholders Relationship Management	P5	3
COM5406	Strategic Retail Communication Management	P5	3
COM5407	Financial Communication and Promotion	P5	3
COM5408	Global Promotion and Branding	P5	3
COM5502	Multimedia Communication	P5	3
COM5503	Dynamic Web Communication	P5	3
COM5505	Digital Media for E-marketing	P5	3
COM5602	Directed Studies	P5	3
COM5603	Dissertation	P5	3
COM5604	Professional Internship	P5	3

Programme Requirement

	Credits
Programme Core	21
Programme Electives	9
Total No. of Credit Units for MAIMC	30

8. PhD Research Degree

The Department of Media and Communication at the City University of Hong Kong has an outstanding international faculty, including world-renowned scholars in the field of communications. We invite students with strong promise and commitment to apply for our **Doctor of Philosophy (PhD)** degrees in Communications. Successful candidates will receive generous studentships covering tuition and a stipend (HK\$14,000 per month) and additional funding for research and conferences. They may participate in the research projects undertaken by the Center for Communication Research (<http://www.cityu.edu.hk/ccr>).

We investigate the structures, processes, and effects of various modes of media communications in relation to their larger political, economic, cultural and technological implications. Our research is focused on broad relevance to Chinese societies, but situated in global and comparative contexts. Among the research topics conducted are:

- the role of the media in the process of globalization, democratization, decolonization, social transformation, and sustainable social development;
- media professions, institutions, and technologies;
- the diffusion, use, and effects of new media;
- social psychology of video games;
- policy regulations and management of new media;
- formation and change of public opinion;
- popular culture and everyday life;
- management of crisis communication in government and corporations;
- cross-cultural interpretation of media texts;
- media discourses and social communication;
- network analysis of online communities;
- advertising effects;
- computational social science and big data methodology

Details on admissions requirements and application procedures are available from the School of Graduate Studies, City University of Hong Kong (www.cityu.edu.hk/sgs).

For enquiries, please contact Prof Jonathan Zhu, Coordinator of Research Degree Studies, Tel.: 3442 8677 Email: com@cityu.edu.hk.

9. Learning Experience for BA and MA Students

9.1 International Exchange Programmes

Students are strongly encouraged to participate in international exchange programmes. Typically, students can participate in the exchange programmes at three different levels: 1) Institutional, 2) College and 3) Departmental. Students must have studied at CityU in a BA programme for at least a year and with a CGPA of 2.5 or above to be eligible.

There are two rounds of applications. The first round of application takes place in Semester B every year. The main round has more spots and most students would apply. Students can choose to go exchange in the coming Sem A or Sem B. They also have the entire summer to prepare for their exchange. A second and clearing round of application takes place in September for students to compete for the left over quota. Usually only few spots would be left. Students wishing to participate in exchange programmes overseas are advised to take TOEFL/IELTS in advanced.

With a commitment to bringing professional work experience and global perspectives to students, the Department has established exchange programmes with a number of prominent institutions, including Tsinghua University, Fudan University, Tongji University, Huazhong University of Science and Technology, Shanghai Jiaotong University, Nanjing University, National Chiao Tung University in Taiwan, and Ryerson University in Canada.

9.2 Study Tour

To enhance the learning experience and personal development of students, the Department will sponsor study tours to various places as deemed appropriate.

In April 2013, a group of 38 BAISC students joined the Singapore City Branding and Tourism Promotion Study Tour. The goal of this study tour is to gain knowledge and insights about Singapore's place branding and tourism promotion efforts.

Two other groups of master students have travelled to the United States and Europe. On these tours, students have taken up various roles related to their expertise areas. Some have shot documentaries, some have done journalistic reporting and published magazines, while others have studied the operation of public relations and promotional communication.

9.3 Internship

The Department recognizes the importance in higher education to connect students' academic training with professional work experience. To facilitate students' effort and to establish a long term working relationship with our industry partners, the university and the Department have allocated funding to sponsor the best students to participate in various professional internships. Given the Department's educational emphasis in media and professional communication, the internship programme focus on positions in media production, PR and advertising, and marketing communication.

Since the launch of the first internship programme in 2008/2009 managed by Dr. Mike Yao, we have invited a number of leaders in the media, design, and PR/Advertising industries to host student interns. Host companies/public organizations include TVB, ATV, i-Cable, Phoenix TV, RTHK, Metro Broadcast, China Central Television (CCTV), McCANN Worldgroup Hong Kong, Publicis, Young & Rubicam Ltd, BMI Innovation Limited, Hong Kong Economic Times, Sing Tao, Consumer Council, and the Hong Kong Police Force.

Internship opportunities will be announced via email and on the internship website.

Summer Internship Programme

Partial list of internship employers participated in the programme:

Broadcasting & News



PR & Advertising



Government & NGOs



Multinational Corporations



L'ORÉAL
HONG KONG

Others

Peegaboo GROUP®
百威集團



FRESHFIELDS BRUCKHAUS DERINGER

10. Faculty Research

The Department is very active in research. Faculty members are currently engaged in a wide spectrum of individual and project-based research, ranging from computer mediated communication, media globalization, political economy of communication, public opinion, media law and privacy, Internet advertising, to the relationship between mass media and foreign policy. The research results are published in top-ranked journals and books.

The Center for Communication Research was established by the Faculty in 2005. The Center is conducting two major comparative research projects: (a) a large-scale survey investigation on the relationship between media and globalization in six Chinese cities, and (b) elite media discourses on globalization from China, India, the United States, and the United Kingdom. The Center also holds conferences and seminars, hosts visiting scholars, and produces publications.

11. Progression through the Programmes

A. Assessment and Examinations

The assessment of student' academic work at the University has two aspects: the assessment of a course, for which students will receive "grades", and the classification of an award based on a "grade point average".

B. Course Grades

Course grades are approved by Assessment Panels set up by the teaching department. Approved grades will then be sent to the Academic Regulations and Records Office (UG students)/ School of Graduate Studies (PG students) for updating in the student's academic record.

No grade is official until it is published in the student's grade record in AIMS.

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+	4.3	Excellent	Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
A	4.0		
A-	3.7		
B+	3.3	Good	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
B	3.0		
B-	2.7		
C+	2.3	Adequate	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
C	2.0		
C-	1.7		
D	1.0	Marginal	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.
P		Pass	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis are specifically identified under the course catalogue.

[Note: For UG students, a grade with an asterisk (e.g. B+*) is excluded in the calculation of GPA and will not be counted toward the minimum credit requirement for graduation.]

The following grades are used for operational purposes:

Letter Grade	Grade Descriptions	
IP	In Progress	An IP grade is shown where students will register for the same course in subsequent semesters to complete the assessment of the course.
I	Incomplete	A grade of incomplete may be granted (i) where there are extenuating circumstances that have prevented a student from completing required work, or attending the examination; (ii) at the discretion of the Assessment Panel. Where an "I" grade is assigned, the Assessment Panel will approve a schedule for the completion of work, or a supplementary examination. An "I" grade will be converted into an "F" grade four weeks after the "I" grade is first reported, unless an alternative grade has been assigned.
TR	Credit Transfer	Assigned when a student is granted transfer credits for the course.
Z	Exemption	Assigned when a student is exempted from the course.
S	Dissertation* Submitted	In a dissertation-type course, an S grade is assigned by the Course Leader when a student's dissertation has been submitted for assessment.
AU	Audit	An audited grade is assigned when an auditing student has completed the conditions established at registration as an auditor. No assessment is made or grade awarded for auditing.
X	Late Drop	Assigned when a student is permitted to drop the course after the normal drop date.
WD	Withdrawn	Assigned when a student has registered for the course in a semester/term and subsequently submitted a notification of withdrawal from the University.

* for PG students

Students assigned a grade of D or better, or a Pass grade in a pass-fail course, earn credit units for the course. Grades of F, IP, I, S, Z, AU, X and WD do not earn credit units.

Grades of P, IP, I, S, TR, Z, AU, X and WD are not counted in the calculation of a student's CGPA. Grades of F are counted, unless the fail is recovered under AR14.4 (Academic Regulation for 4-year Undergraduate Degrees) /AR12.4 (Academic Regulation for Taught Postgraduate Degrees).

Grades of P, IP, I, S, TR, Z, AU, X and WD are not counted in the calculation of a student's SGPA.

UG Students should refer to the **Academic Regulations** for detailed information:

<http://www6.cityu.edu.hk/arro/content.asp?cid=168>

PG Students should refer to the "Academic Regulations for Taught Postgraduate Degrees" for detailed information: http://www.cityu.edu.hk/sgs/download/tpg/student/AR_TPg_201109.pdf

C. Students' Academic Progress and Academic Standing

Academic standing provides an indicator of the student's academic progress and identifies students in academic difficulty needing academic advising and extra help. The four levels of academic standing are defined as follows:

Standing	Definitions
Good Standing	Students are making satisfactory academic progress.
Academic Warning	Students' most recent academic performance has been unsatisfactory, or their overall academic average is below minimum requirements. Students on warning should seek advice from their academic advisor.
Probation	Students' most recent academic performance has been extremely unsatisfactory, or their overall academic average has continued to be below the minimum requirements for graduation. Students on Probation will be assigned an academic advisor by their home academic unit, and will not be permitted to register in courses in the following semester without the approval of the academic advisor. The academic advisor may require students on Probation to take a reduced credit unit load in the following semester.
Academic Suspension	Students who cannot benefit from course registration in the next semester may be suspended for an approved period of not less than one semester. Academic Suspension is designed to provide students with an opportunity to resolve the problems that are preventing them from making academic progress. On return from their suspension, students may be given the opportunity for one additional course repeat in each failed course to recover failure(s) as appropriate.
Operational Standing	
Review	A temporary status indicating that a student's performance may require a change of academic standing and has been referred to the student's home academic unit.

In accordance with the following rules approved by Senate, a decision on academic standing is made for all students at the end of Semester A and Semester B:

For Undergraduate Students:

From	To	SGPA		CGPA
Good standing	Good standing	1.70 or above	and	1.70 or above
	Academic warning	1.00 or above but below 1.70	and	1.00 or above
	Review	Below 1.00	or	Below 1.00
Academic warning	Good standing	1.70 or above	and	1.70 or above
	Academic warning	1.70 or above	and	Below 1.70
	Review	Below 1.70	and	Any
Probation/ Academic suspension	Good standing	1.70 or above	and	1.70 or above
	Review	Below 1.70	or	Below 1.70

For Taught Postgraduate Students:

From	To	CGPA
Good standing	Good standing	> 1.99
	Academic warning	> 0.99 but < 2.00
	Review	< 1.00
Academic warning	Good standing	> 1.99
	Review	< 2.00
Probation/ Academic suspension	Good standing	> 1.99
	Review	< 2.00

In making decisions on students' academic standing, the Examination Board has the right, upon the recommendation of the students' home academic unit, to make exceptions from the above rules.

D. Course Repeat Rules

Students who fail a required course in their study programme must repeat the course to retrieve the failure. Students can repeat a failed course twice. Failing a required course the third time may result in termination of studies. Students are however not permitted to repeat a dissertation-type course.

Undergraduate students may repeat a course, or an equivalent course, to recover a failure or to improve a course grade of D. After the first attempt, only two repeat attempts are permitted. Course grades for all attempts will appear on the student's transcript, but only the latest grade earned will be included in the calculation of the student's grade point averages. Course retakes are not applicable for dissertation-type courses.

Unless otherwise specified, Taught Postgraduate students may repeat a course, or an equivalent course, to recover a failure or to improve a course grade of C or below. After the first attempt, only two repeat attempts are permitted. Course grades for all attempts will appear on the student's academic transcript, but only the final grade earned will be included in the calculation of the student's CGPA. Students are not permitted to repeat a dissertation-type course.

E. Illness or Other Circumstances Related to Assessment

A student who believes that his/her ability to attend an examination, or in-course assessment with a weighting of 20% or above, has been adversely affected by circumstances beyond his/her control must submit the case, with documentary evidence, to his/her home academic unit following the procedures stated on the University website, as soon as possible and no later than 5 working days of the scheduled date for completing the affected examination or assessment.

The home academic unit of the student will investigate the case, in consultation with the course-offering academic unit. Only compelling reasons such as illness, hospitalization, accident, family bereavement or other unforeseeable serious personal or emotional circumstances will be considered. The decision of the home academic unit is final. If the case is justified and substantiated, the decision will be conveyed to the Assessment Panel which will determine whether to offer the student a make-up examination, or coursework or other alternative assessment. Where assessments for more than one course are affected, it is the responsibility of the home academic unit to inform all relevant Assessment Panels. The Assessment Panel may also adjust the grade of the student if deemed appropriate.

F. Review of Course Grade

Students with concerns on course grades should resolve the matter via the procedures outlined below. If a student believes that there was an administrative error in recording or calculating the mark or result, or other circumstances that impact the course grade awarded, the student should contact the Course Leader within 5 working days of the announcement of grades by the University with a view to resolving the matter informally.

If the student's concerns regarding course grades cannot be resolved by informal means, the student may seek resolution via the formal procedures as stipulated in University Academic Regulation AR.15.1.7 (Academic Regulation for Undergraduate Degree) /AR11 (Academic Regulation for TPg Degree).

For formal review of course grades, only requests with the following grounds will be considered:

- i. there has been a procedural irregularity in the assessment process, for example, the assessment was not conducted in accordance with the Academic Regulations or with the arrangement prescribed for the course;
- ii. there exist circumstances that impact the course grade awarded and that the student was unable to bring them to the attention of the Course Leader prior to the assessment for valid reasons.

Any request for review of course grades must be made in writing to the Dean of the College/School offering the course within 22 working days of the announcement of grades by the University. For courses offered by the Chinese Civilization Centre and the English Language Centre, the request for formal review should be submitted to the respective Head of Centre. The written application must:

- i. state the grounds on which the request for review is made;
- ii. include a description of the relevant facts; and
- iii. provide supporting evidence.

Upon receipt of the formal request for review, the Dean of the College/School or the Head of Centre will determine whether or not a *prima facie* case for review has been established. If, in the view of the Dean of the College/School or the Head of Centre, there is no *prima facie* case, then the request will be dismissed and the decision conveyed to the student no later than 32 working days following the announcement of grades by the University.

G. Dean's List (UG students)

At the end of Semester A and Semester B, or for part-time students on the completion of the second of these two semesters, students' GPAs are calculated. Where a student over that period has (i) earned 12 credit units or more, (ii) achieved a GPA of 3.70 or above, and (iii) not failed any course, the student is placed on the Dean's List.

H. Conferment and Classification of Award

1. Undergraduate Students:

Application for Graduation and Requirements for Awards

Each academic year has three graduation dates as set by Senate. Students should file an application for graduation during their final year of study in accordance with the procedures announced by the University.

Students who have applied for graduation but do not successfully complete all their academic requirements by the end of the intended graduation semester/term must reapply for graduation for the following cycle.

In order to be awarded a degree, a student shall:

- (i) complete the minimum credit unit requirements for the degree;
- (ii) achieve a CGPA of 1.70 or above; and
- (iii) fulfil other requirements stipulated in the University's regulations and procedures.

The University grants bachelor's degree awards with classifications based on the CGPAs. The general guidelines are as follows:

<u>Classification of Award</u>	<u>CGPA</u>
First Class Honours	3.50 or above
Upper Second Class Honours	3.00 – 3.49
Lower Second Class Honours	2.50 – 2.99
Third Class Honours	2.00 – 2.49
Pass	1.70 – 1.99

The above guidelines also apply in determining the classification of awards for a double degree, and the classifications to be awarded should be endorsed by both the College/School Examination Boards concerned.

In all cases of classification of awards, the CGPAs cited above are indicative. The Examination Board has the right, upon the recommendation of the respective academic unit, to make exceptions in the application of the indicative GPAs.

College/School Examination Boards classify awards with regard to, but not necessarily in strict conformity with, a student's CGPA.

2. Taught Postgraduate Students

Requirements for University Awards

To be granted an award of the University, students must successfully complete a programme of the University, including specific requirements of the named award for which they are registered, general University requirements, and college/school requirements, if any. The requirements for awards are set out on the University website.

Credit units earned for courses at a level below the postgraduate programme level are not normally counted toward requirements for an award.

Students may be granted a taught postgraduate award only if they have achieved a CGPA of 2.00 or above.

Students completing the requirements for an award graduate on the following graduation date.

The University grants Master's Degree awards with the following classifications based on the CGPAs. The general guidelines are as follows:

<u>Classification of Award</u>	<u>CGPA</u>
Distinction	3.50 or above
Credit	3.2 – 3.49
Pass	2.00 – 3.19

In all cases of classification of awards, the CGPAs cited above are indicative. The Examination Board has the right, upon the recommendation of the respective academic unit, to make exceptions in the application of the indicative GPAs.

College/School Examination Boards classify awards with regard to, but not necessarily in strict conformity with, a student's CGPA.

I. Code of Student Conduct and Disciplinary

City University of Hong Kong aims to provide a harmonious and supportive environment for teaching and learning. Students are expected to treat all other students and members of the University community with honesty, respect and maintain good conduct in student discipline. Students need to observe the Code of Student Conduct and other rules and regulations which are crucial in making the University an excellent place for learning.

The following behaviours are considered to constitute misconduct:

1. obstruction or disruption of any academic activity or of the management, administration or operation of the University;
2. theft or any other criminal offence committed on the University premises, misappropriation of University funds or assets, misuse or falsification of any records or data or documents belonging to or in the possession of the University, its staff, Students or visitors;
3. any deliberate, reckless, negligent or careless act which causes, or is likely to cause, loss, damage or injury, or puts others at risk or which threatens the safety of the University premises or its occupants;
4. damage to, defacement or wrongful treatment of, the property of the University, its staff, Students or visitors;
5. assault (including sexual assault);
6. sexual, racial or other harassment, or behaviour which causes fear or distress to others; threatening, abusive, disorderly or unreasonable behaviour;
7. failure to comply with any ruling made as a result of disciplinary proceedings;
8. failure to behave in accordance with the provisions of any professional code of conduct or equivalent which may be applicable to the Students concerned, e.g. during internships or other work-based learning activity;
9. victimisation (including any unfair treatment, retaliation or punishment) of a person;
10. failure to respect or honour any decisions, findings, recommendations and/or reports made under any applicable Rules & Regulations including this Code;
11. breach of any Rules & Regulations including the regulations for the use of the library and computing facilities, whether in the University or accessed through the University and the regulations under the CityU Campus Display Policy, Student Complaints Procedure, the regulations for Student residences, hall rules, and regulations about common facilities and services in halls of residence;
12. breach or contravention of any applicable laws including those governing and/or regulating the use, storage and security of personal data under the Personal Data (Privacy) Ordinance, Cap. 486 of the laws of Hong Kong SAR ("the Privacy Ordinance");
13. failure to act and conduct themselves in accordance with any one or more of the obligations/expectations set out in Section 2 of the Code of Student Conduct;
14. any act which the President or any of the authorized officers listed in Section 3.1 of the Code of Student Conduct has reason to believe is a breach of good discipline of the University;
15. for the avoidance of doubt, any students:
 - (a) who aid, abet, counsel or procure the contravention by another person of; or
 - (b) who conspire or attempt to commit a breach of any terms or provisions of this Code shall be considered as a violation of such terms or provisions of this Code to the same extent.

For more and latest information on the code of student conduct and disciplinary procedure, please refer the webpage of the Office of the Vice-President (Student Affairs):

<http://www.cityu.edu.hk/vpsa/cscdp/index.htm>.

J. Rules on Academic Honesty

Academic honesty is central to the conduct of academic work. Students are expected to present their own work, give proper acknowledgement of other's work, and honestly report findings obtained.

Academic honesty includes but is not restricted to the following behaviors:

- Plagiarism, e.g., the failure to properly acknowledge the use of another person's work or submission for assessment material that is not the student's own work;
- Misrepresentation of a piece of group work as the student's own individual work;
- Collusion, i.e., allowing another person to gain advantage by copying one's work;
- Unauthorized access to an examination/test paper;
- Use of unauthorized material in assessment;
- Unauthorized communication during assessment;
- Use of fabricated data claimed to be obtained by experimental work, or data copied or obtained by unfair means;
- Impersonating another student at a test or an examination or allowing oneself to be impersonated.

Students are required to complete the Online Tutorial and Quiz on Academic Honesty and make a Declaration on their understanding of academic honesty. Please refer to the University announcements and the Office of the Provost website:

(http://www.cityu.edu.hk/provost/academic_honesty/university_requirement_on_academic_honesty.htm).

K. Student Advising Scheme

The 4-year undergraduate degree curriculum provides students with increased flexibility and diverse academic options. The Student Advising Scheme is aimed to facilitate students' transition from secondary school to university and to offer students timely advice and guidance on selection of courses that suit their academic, professional and personal development.

Students under the 4-year degree curriculum will be assigned a faculty advisor and a student mentor. Students are required to meet with their advisor at least once a semester during each academic year. Advisee/Mentee is expected to:

- Understand and adhere to University academic policies and procedures;
- Be familiar with the undergraduate degree curriculum;
- Develop the study plan and establish academic goal;
- Explore the co-curricular activity opportunity;
- Take an active part in the meeting;
- Build and maintain positive relationship with the Advisor/Mentor;
- Be open-minded, willing to accept advice and make responsible decision;
- Take final responsibility for all academic decisions that they make;

DegreeWorks is a new web-based academic advising and degree audit tool primary introduced for undergraduate students under the 4-year degree curriculum which matches a student's academic record against the curriculum requirements. It offers a user-friendly interface that helps students learn easily what courses and requirements they still need to complete and helps them plan their studies. It also facilitates communication between students and Major Leaders or Advisors. For details, please refer to the Academic Regulations and Records Office website (<http://www6.cityu.edu.hk/arro/content.asp?cid=248>).

L. Student Complaints Procedure

City University of Hong Kong is committed to providing a high quality education experience to students, fully supported by a range of academic and administrative services and facilities. Occasionally things may go wrong, and when this happens, we believe that students should be able to express their concerns or dissatisfaction.

Students should feel that they can make a complaint as the University will:

- Take the complaint seriously
- Investigate the complaint fairly
- Treat the complaint with confidentiality
- Deal with the complaint quickly
- Take reasonable action to put right a situation, if the complaint is upheld

CityU will not:

- Penalize you for making a genuine complaint
- Accept anonymous complaints

There are a number of regulations and procedures at CityU designed to deal with different issues. If you wish to make a complaint, you should be sure you use the correct regulation or procedure.

Please refer to the webpage for the detailed information,

<http://www6.cityu.edu.hk/stdcomplaint/gnfs.htm>

The complaint procedure is divided into four stages:

Informal Complaint process- Many Complaints can be handled through the informal process. This process should normally be used in the first instance. The Complainant should raise the Complaint initially with the most appropriate person in the relevant Department/office/unit. For example, if the Complaint concerns the service quality provided by an office/unit of the University, then the Complainant should discuss the matter with an appropriate member of staff from that office/unit directly. If the Complaint concerns the content of a course, then the Complainant should discuss the matter with the relevant course leader, the programme leader or the Head of Department concerned.

Formal Complaint process- If attempts at informal resolution are not successful to the complainant's satisfaction, the complainant may initiate the formal complaint process. Formal complaints should be made in writing to the Office of the Vice-President (Student Affairs).

Appeal Process- If the complaint remains unresolved or the complainant / respondent is not satisfied with the outcome after the conclusion of the formal process, he/she may submit an appeal in writing to the President within 8 days of receipt of notification of outcome under the formal process.

Recordkeeping and Reporting Process- The Office of the Vice-President (Student Affairs) will report annually to the Quality Assurance Committee (QAC) on all formal complaints raised during the year, including those which have been dismissed. These reports form part of the University's quality assurance process and may be made available to other Committees or officers for reference, such as the Senate, the Management Board or the Council.

For more information on student complaints procedure, please refer the following webpage <http://www.cityu.edu.hk/vpsa/cscdp/index.htm> for the detailed and the latest information.

12. Academic Calendar 2013/2014

Semester A 2013/14

Week	S	M	T	W	T	F	S	Events	Public Holidays
September 2013								Semester A 2013/2014	
WK 1	1	2	3	4	5	6	7	2 Sep - 30 Nov Teaching Period	20 Day following Mid-Autumn Festival
WK 2	8	9	10	11	12	13	14		
WK 3	15	16	17	18	19	20	21		
WK 4	22	23	24	25	26	27	28		
WK 5	29	30							
October 2013								2 Graduation Date	1 National Day 14 Day following Chung Yeung Festival
WK 6	6	7	8	9	10	11	12		
WK 7	13	14	15	16	17	18	19		
WK 8	20	21	22	23	24	25	26		
WK 9	27	28	29	30	31				
November 2013								30 Last Day of Teaching	25 Christmas Day 26 Day following Christmas Day
WK 10	3	4	5	6	7	8	9		
WK 11	10	11	12	13	14	15	16		
WK 12	17	18	19	20	21	22	23		
WK 13	24	25	26	27	28	29	30		
December 2013								2 - 7 Student Revision Period 9 - 21 Examination Period 23 Dec - 11 Jan Semester Break	25 Christmas Day 26 Day following Christmas Day
WK 10	1	2	3	4	5	6	7		
WK 11	8	9	10	11	12	13	14		
WK 12	15	16	17	18	19	20	21		
WK 13	22	23	24	25	26	27	28		
	29	30	31						

Semester B 2013/14

Week	S	M	T	W	T	F	S	Events	Public Holidays
January 2014								Semester B 2013/2014	
WK 1	5	6	7	8	9	10	11	13 Jan - 26 Apr Teaching Period	1 First day of January 31 Jan - 3 Feb Lunar New Year Holidays
WK 2	12	13	14	15	16	17	18		
WK 3	19	20	21	22	23	24	25		
WK 4	26	27	28	29	30	31		31 Jan - 6 Feb Lunar New Year Break	
February 2014								14 Graduation Date	
WK 4	2	3	4	5	6	7	8		
WK 5	9	10	11	12	13	14	15		
WK 6	16	17	18	19	20	21	22		
March 2014								18 - 24 Easter Break 26 Last Day of Teaching 28 Apr - 3 May Student Revision Period	5 Ching Ming Festival 18 Good Friday 19 Day following Good Friday 21 Easter Monday
WK 7	2	3	4	5	6	7	8		
WK 8	9	10	11	12	13	14	15		
WK 9	16	17	18	19	20	21	22		
WK 10	23	24	25	26	27	28	29		
WK 11	30	31							
April 2014								5 - 19 Examination Period 20 May - 7 Jun Semester Break	1 Labour Day 6 Buddha's Birthday
WK 12	6	7	8	9	10	11	12		
WK 13	13	14	15	16	17	18	19		
	20	21	22	23	24	25	26		
	27	28	29	30					
May 2014									
	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		

Summer Term 2014

Week	S	M	T	W	T	F	S	Events	Public Holidays
June 2014								<u>Summer Term 2014</u>	
	1	2	3	4	5	6	7	9 Jun - 26 Jul Teaching Period	2 Tuen Ng Festival
WK 1	8	9	10	11	12	13	14		
WK 2	15	16	17	18	19	20	21		
WK 3	22	23	24	25	26	27	28		
WK 4	29	30							
July 2014									
			1	2	3	4	5	15 Graduation Date 26 Last Day of Teaching 28 Jul - 2 Aug Student Revision Period	1 HK SAR Establishment Day
WK 5	6	7	8	9	10	11	12		
WK 6	13	14	15	16	17	18	19		
WK 7	20	21	22	23	24	25	26		
	27	28	29	30	31				
August 2014									
						1	2	4 - 9 Examination Period 11 - 30 Term Break	
	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								

Acknowledgement

A number of references have been made in the preparation of this handbook:

- Academic Regulation for 4-year Undergraduate Degrees
- Academic Regulation for Taught Postgraduate Degrees
- Code of Student Conduct and Disciplinary
- Rule on Academic Honesty
- Student Complaints Procedure

In the event of any discrepancy between the information on the University website and the contents of this handbook, the former shall prevail.