Bachelor of Arts in Media and Communication  
文學士(媒體與傳播)

This major stands at the front of the field of media and communication in teaching and research. From an interdisciplinary perspective, it seeks to develop students' knowledge and critical abilities in discovering the processes and structure of media and communication in their daily lives.

Job Nature of Graduates

Reporter | PR Practitioner | Marketing Director | Account Executive

Bachelor of Arts in Digital Television and Broadcasting  
文學士(數碼電視與廣播)

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

Job Nature of Graduates

Anchor | Reporter | Producers | Director | Editor | Media Professional
Requirements for Senior-Year Admissions

**BAMDCM**

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

* Subject to University's approval

**BATVB**

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

Majors Overview

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<td>Admission Code</td>
<td>JUPAS: JS1011 (Bachelor of Arts/Bachelor of Social Sciences) Direct/Non-JUPAS: 1341 (Bachelor of Arts in Media and Communication) 1356 (Bachelor of Arts in Digital Television and Broadcasting)</td>
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<tr>
<td>Majors Enquiries</td>
<td>3442 8677 <a href="mailto:com@cityu.edu.hk">com@cityu.edu.hk</a></td>
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<td>Website &amp; Online Application</td>
<td>Department of Media and Communication <a href="http://www.cityu.edu.hk/com">www.cityu.edu.hk/com</a> Admission Office <a href="http://www.admo.cityu.edu.hk">www.admo.cityu.edu.hk</a></td>
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