BAMDCM  BA 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. It prepares students for a broad range of careers in media and communication industries, placing particular emphasis on developing proficiency in new and emerging media technologies.

Careers
Reporter  公關客戶主任  市場推廣經理  廣告客戶主任
Advertising Executive

BA 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 acquire a broad range of digital media skills in content production and learn key concepts, terminologies and trends in media, thus making them highly employable in the ever-changing industry.

Careers
Anchor  記者  製作人  編導  編輯

Application And Admission Requirements

**First-Year Studies (4-Year Curriculum)**

<table>
<thead>
<tr>
<th></th>
<th>Normative 4-Year Entrants</th>
<th>Advanced Standing I Entrants</th>
<th>Advanced Standing II Entrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway Education</td>
<td>30 credit units</td>
<td>21 credit units</td>
<td>12 credit units</td>
</tr>
<tr>
<td>College Requirement</td>
<td>6 credit units</td>
<td>6 credit units</td>
<td>waived</td>
</tr>
<tr>
<td>Major</td>
<td>54 credit units</td>
<td>54 credit units</td>
<td>54 credit units</td>
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<tr>
<td>Minor (optional)</td>
<td>15 - 18 credit units</td>
<td>15 - 18 credit units</td>
<td>15 - 18 credit units</td>
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<tr>
<td>Free Electives</td>
<td>Remainder to fulfill the credit requirements for graduation, if necessary</td>
<td></td>
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<tr>
<td>Minimum Credit Units for Graduation</td>
<td>120 credit units</td>
<td>90 credit units</td>
<td>66 credit units</td>
</tr>
<tr>
<td>Maximum Credit Units for Graduation</td>
<td>144 credit units</td>
<td>114 credit units</td>
<td>84 credit units</td>
</tr>
</tbody>
</table>

**JUPAS and Direct (Non-JUPAS) Application**

JS1106 (JUPAS) / 1106 (Non-JUPAS)
Department of Media and Communication (options: BA Digital Television and Broadcasting, BA Media and Communication)

**Admission to Department**

Students will choose a major after the first year of study

- Tier 1: Top 40%- Free choice of major
- Tier 2: Remaining 60%- Subject to availability of quota for the majors

**Minimum Entrance Requirements for JUPAS Applicants:**
1. Level 3 or above in Chinese Language and English Language; and
2. Level 2 or above in Mathematics and Liberal Studies; and
3. Level 3 or above in two elective subjects*

* - If students take both M1 and M2, they are counted as one subject only.
- Applied Learning subjects are not counted as elective subjects.
- Unspecified elective subjects may include "other languages" at grade E or above.

**General Entrance Requirements for Direct (Non-JUPAS) Applicants:**
Please refer: http://www.admo.cityu.edu.hk/direct/entreq/bd/