

CITY UNIVERSITY OF HONG KONG

The Department of Media and Communication

Outstanding Student Award for MA Programme in Integrated Marketing Communication

Regulations

The Department of Media and Communication (COM) has agreed to establish the Outstanding Student Award for the students in the MA Programme in Integrated Marketing Communication (MAIMC) by using its Non-UGC Reserves (Departmental) with effect from the 2025/26 academic year. The following regulations shall apply as of 2025/26:

1. *The award shall be named as the “The Department of Media and Communication Outstanding Student Award for MA Programme in Integrated Marketing Communication”.*
2. *A maximum of SIX awards shall be given to six students whose CGPA for their first semester in the MAIMC programme are ranked top six, who have achieved the best academic performance and have acquired at least 12 credits for full-time students or 9 credits for part-time students in that semester. The minimum CGPA threshold for the awardee is 3.7 out of 4.3.*
3. *The amount and quota of monetary rewards for the awardees shall be:*
 - i) *The first prize: HK\$50,000 (1 quota)*
 - ii) *The second prize: HK\$20,000 (2 quotas)*
 - iii) *The third prize: HK\$10,000 (3 quotas)*

** In case that there is more than one eligible student with the same CGPA, the Department will select the students to be given the awards, and make the final decision on the amount and quota of monetary rewards for the awardees.*
4. *All the MAIMC students in the 2025/26 cohort and thereafter are eligible for this award.*
5. *Nominations from the Department of Media and Communication shall reach the Student Development Services by mid-February of each year, and the awards shall be made as soon as possible. The Department reserves the right to adjust the number of nominees.*
6. *Confirmation will be sought with the Department before July of each year regarding the continuation of the award scheme for the following academic year.*

Remark:

With an objective to nurture our students and to promote a caring culture, the University encourages each award recipient to make an annual donation of HK\$200 or more to the City University of Hong Kong for student support via CityUHK Alumni Giving Club when they are in employment after graduation. This term has been incorporated into all scholarship/prize/award/bursary schemes since February 2008.