

Department of Media and Communication

College of Liberal Arts and Social Sciences



香港城市大學
City University of Hong Kong

Address: 5/F, Run Run Shaw Creative Media Centre, 18 Tat Hong Avenue, Kowloon, Hong Kong

✉ com@cityu.edu.hk

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

市場與行銷經理
Marketing/Sales Manager

媒體與傳播主管
Media & Communication Executive

廣告部門主管
Advertising Executive

公關從業者與主管
PR Practitioner

Direct (Non-JUPAS) Application (Admission code: 1341A)

2-year programme (Advanced Standing II)

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 an equivalent overall mark, or a credit award, AND to have attained at least Level 3 or above in HKDSE English Language and Chinese Language or an equivalent qualification.

3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced Standing I admission.



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BATVB BA Digital Television and Broadcasting 文學士(數碼電視與廣播)



This major prepares students to be professionals in the digital television and broadcasting industry. As a niche program, it positions students at the forefront of broadcasting technology and enables them to acquire a broad range of digital media skills in content production. Students also learn key concepts, terminologies, and trends in media, thus becoming highly employable in this ever-changing industry.

Careers

主播
Anchor

記者
Reporter

製作人
Producer

編導
Director

編輯
Editor

Direct (Non-JUPAS) Application (Admission code: 1356A)

2-year programme (Advanced Standing II)

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 an equivalent overall mark, or a credit award.

3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced Standing I admission.



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