

Student Activities

Exchange Programme



Sungkyunkwan University
International Summer Semester



Grand Canal Study Tour



University of Illinois Urbana-
Champaign (UIUC)
Summer School

Internships



Christ Youth Action



Trial & Error



HK01

Achievements



HK4As Students' Award 2026



2025 Campus News Awards

ENQUIRIES

M5093, 5/F,
Run Run Shaw Creative Media Centre,
18 Tat Hong Avenue, Kowloon Tong,
Hong Kong

Tel: (852) 3442 8677
Fax: (852) 3442 0228
Email: com@cityu.edu.hk
Website: cityu.edu.hk/com



Media and Communication

Majors: BA Digital Television and Broadcasting / BA Media and Communication
媒體與傳播 [主修: 文學士(數碼電視與廣播) / 文學士(媒體與傳播)]

Admission Code: JS1106 (Jupas) / 1106 (Non-Jupas)



*Empowering Innovation
with Communication*

BA Media and Communication 文學士(媒體與傳播)

BAMDCM 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.

Admission Code: 1341A



BAMDCM
Programme Curriculum

Public
Relations

Career
Prospects

Advertising

Marketing

Social
Media



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

BATVB 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.

Admission Code: 1356A

BATVB
Programme Curriculum



New Media

Career
Prospects

TV
Broadcasting

Printed
Media

Radio
Broadcasting



JUPAS Application

General HKDSE Entrance Requirement

Maths #	Chinese Language	English Language	Elective 1 *	Elective 2 *	Citizenship & Social Development
Level 2	Level 3	Level 3	Level 3	Level 3	Attained

If students take both Mathematics Extended Module 1 and 2, they are counted as one subject only

* Applied Learning subjects are not counted as elective subjects

Unspecified elective subjects may include "other language" at Grade E or above

Weighted Admission Score

Best 5 Subjects
(Including English Language)

Subjects Weightings
English Language
Chinese Language x 1.25

Non-JUPAS Application

Normative 4-year
Degree

Please refer to the website of Admission Office (<https://www.cityu.edu.hk/admo>) for the general entrance requirements for direct applicants.

Advanced Standing I
(3-Year)

Associate Degree (AD) or Higher Diploma (HD) 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.

Advanced Standing II
(2-Year)

Final-year students or graduates of an Associate Degree (AD) / Higher Diploma (HD) programme recognized by the University are welcome to apply for senior year admission (Advanced Standing II) to articulate to CityUHK's Bachelor's degree programmes.

Applicants for BAMDCM must have attained at least level 3 in HKDSE English Language and Chinese Language or hold equivalent qualifications.

Programme Overview

Year 1	Year 2	Year 3	Year 4
Normative 4-year Degree	Advanced Standing I	Advanced Standing II	
Admission Code: 1106 (JS1106) Media and Communication Majors: BA Media and Communication / BA Digital Television and Broadcasting	Admission Code: 1341A BA Media and Communication Major Allocation	Admission Code: 1356A BA Digital Television and Broadcasting Opportunities for Internship/Exchange	