



Department of Media and Communication Minor Programmes

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COM Minor Programmes:

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Minor in Media Communication (媒體傳播)

This minor aims to offer a critical examination of the interplay between media and society by focusing on the structure and processes of mediated communication at individual, organizational and institutional levels. The theoretical and practical knowledge emphasize the production, dissemination, and consumption of media content as well as their impacts on individuals and the society at large.

Minor in Public Relations and Advertising (公共關係與廣告)

This minor aims to offer a mastery of the art of persuasive communication in both public relations and advertising. It allows students to acquire both the theories and the skills of integrated marketing communication. Students have opportunities to learn campaign management, crisis communication, media planning, e-marketing communication, and digital media related to the professional practice of public relations and advertising.

Application

Periods for Add/Drop of Minors in 2025/26

Round	Application Period	Announcement of Results	Effective Term for Minors
1	5 - 19 November 2025	From 10 December 2025	Sem B 25/26 (Add) / Sem A 25/26 (Drop)
2	24 June - 8 July 2026	From 29 July 2026	Sem A 26/27 (Add) / Summer 26 (Drop)



For details about the application procedure, please refer to ARRO's website:
https://www.cityu.edu.hk/arro/curr/minr_main.htm