

**MA  
COMMUNICATION AND NEW MEDIA**

文學碩士(傳播與新媒體) **MACNM**

**MA  
INTEGRATED MARKETING COMMUNICATION**

文學碩士(整合營銷傳播) **MAIMC**

**"Our pledge: Educating professional communicators for the new era"**



香港城市大學  
City University of Hong Kong

專業·創新·觸達全球  
Professional·Creative  
For The World



Department of  
**Media and Communication**  
City University of Hong Kong

# MACNM

## MA COMMUNICATION AND NEW MEDIA

### 文學碩士(傳播與新媒體)

Programme Code: P25

Programme Leader: Dr SHEN Fei



## PROGRAMME FEATURES

As the first of its type in Hong Kong since 1998, the MACNM programme offers courses on latest human communication theories and cutting-edge new media technologies. Students spend one year (i.e., two semesters) or two years (i.e., four semesters and one summer) under the part-time mode to complete the study. While local students can opt for either part-time or full-time mode, non-local students are admitted into the full-time mode.

香港城市大學傳播與新媒體碩士學位課程創辦於1998年，是香港最早的同類課程，旨在培養既懂傳播又懂新媒體的多才能專業人才。在過去十多年間，該課程為大中華地區培養了數百位專業人才。課程強調理論與專業實務結合，百分之六十以上的科目為專業課，包括互聯網傳播、多媒體傳播、傳播數據庫、社會網絡分析、高級多媒體傳播、整合媒體傳播、電子營銷數碼媒體等。此外，同學還可以選擇在大學的高清數碼電視台進行採、編、播、串流和動態網路多媒體製作和管理方面的實習。畢業生適合於跨媒體時代的各種媒體工作，及各種政府與商業機構的傳播工作。

## ENTRANCE REQUIREMENTS

To be eligible for admission, applicant must:

- hold a Bachelor's degree in journalism, communication, media studies, media design, media management, advertising, public relations, marketing, and information science from a recognized university or other equivalent qualifications; or
- the undergraduate programme that the student graduated from includes a minor in communication related areas of studies

Applicants without a major or a minor in communication related areas of studies must have the basic knowledge about media and communication through coursework and an internship in communication related areas for at least three months. Substantive working experience in communication related areas such as a full-time job in a communication related position for at least one year will satisfy the requirement for the basic knowledge about communication.

Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should also fulfill the following minimum English proficiency requirement:

- TOEFL score of 550 (paper-based test) or 213 (computer-based test) or 79 (internet-based test); or
- Overall band score of 6.5 in International English Language Testing System (IELTS); or
- Score 450 in the new College English Test (CET6) of Chinese mainland or a pass in the old CET-6 test; or
- Other equivalent qualifications

## CAREER PROSPECTS

HTTP: Harmonizing Theory, Technology and Practice  
Training students for diverse careers, such as:

- New media strategists
- IT content designers
- e-Marketing directors
- Online journalists
- Corporate communication specialists
- Government/public affairs officers
- e-Relationship managers
- Communication database managers
- Interactive advertising professionals

## COURSE OFFERED (27 Credits Required)

### A. Programme Core Courses - 9 credit units

- Communication Fundamentals
- Internet Communication
- Research Methods for Communication and New Media

### B. Stream Compulsory Courses - 9 credit units

#### 1. Digital Media Stream

- Global Media in the Digital Era
- Policy and Regulations of New Media
- Multimedia Communication

#### 2. Visual Media Stream

- Digital Visual Media
- Advanced Multimedia Communication
- Multimedia Practicum

#### 3. Media Data Analytic Stream

- Media Data Analytics
- Social Network Analysis for Communication
- Social Media Data Acquisition and Processing

### C. Stream Electives - 9 credit units

\* The offer of a stream is contingent on the availability of teaching staff and minimum number of students. In case a stream cannot be offered for an academic year, the Digital Media Stream will be the default stream.



# MAIMC

MA

## INTEGRATED MARKETING COMMUNICATION

文學碩士(整合營銷傳播)

Programme Code: P39

Programme Leader: Dr LIN Wan-Ying

### PROGRAMME FEATURES

The MAIMC programme incorporates marketing, public relations, advertising, and new media in response to the needs by organizations that increasingly demand for professional integrated marketing communicators. IT prepares marketing communication professionals for an environment of media convergence and globalization.

By emphasizing analytical approach, rigorous research, creative and compelling content development and emerging technologies, we provide our students with the skills, knowledge and experience they need to meet today's marketing challenges with creativity and innovation.

香港城市大學整合營銷傳播碩士學位課程是為適應全球最新的整合傳播的潮流而開設的新課程，旨在培養能整合公共關係、廣告、市場營銷和危機管理等專業技能為商業和政府機構進行整合性說服傳播的人才，為大中華地區少有的同類課程。該課程參照全球最領先的美國西北大學整合營銷傳播碩士課程而設置，同時做到真正的跨學科強強聯合。在這個市場推廣、品牌建立、形象樹立和危機管理越來越重要的時代，該專業的畢業生為市場所急需，就業前景廣泛。政府與商業機構的傳播工作。在2009年的大陸畢業生中，近三分之一的同學留在香港工作。

### ENTRANCE REQUIREMENTS

To be eligible for admission, you must satisfy the following General Entrance Requirements:

- a Bachelor's degree from a recognized tertiary institution or an equivalent qualification in related field
- preferably have one or more years of work experience in a professional communication area (e.g., integrated communication, advertising, public relations, corporate and public information, marketing communication, web or multimedia production, etc)

Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should also fulfill the following minimum English proficiency requirement:

- TOEFL score of 550 (paper-based test) or 213 (computer-based test) or 79 (internet-based test); or
- Overall band score of 6.5 in International English Language Testing System (IELTS); or
- Score 450 in the new College English Test (CET6) of Chinese mainland or a pass in the old CET-6 test; or
- Other equivalent qualifications

On-line Application: <http://www.cityu.edu.hk/sgs/tpg/admission>

On-line Enquiry: <http://www.cityu.edu.hk/sgs/enquiry>

Enquiry: Chow Yei Ching School of Graduate Studies

Phone: (852) 3442 5588

Web: <http://www.cityu.edu.hk/com>

Email: [com@cityu.edu.hk](mailto:com@cityu.edu.hk)



### CAREER PROSPECTS

Training versatile communicators with skills for careers in integrated strategic communications.

Training students for diverse careers, such as:

- Public relations officers
- Marketing directors
- Corporate communication specialists
- Government/public affairs officers
- Advertising designers & account managers
- New media strategists
- Crisis communication managers

### COURSE OFFERED

**(30 Credits Required)**

#### Core Courses - 21 credit units

- Research Methods for Communication and New Media
- Integrated Marketing Communication
- Advertising Production and Management
- Public Relations Strategies
- Crisis Communication and Management
- Consumer Behavior Insight
- Fundamentals of Marketing Communication

#### Elective Courses - 9 credit units

Choose three from the following:

- Global Media in the Digital Era
- Psychological Processing of New Media
- Public Communication Campaign Management
- Communication Research Seminar
- Stakeholders Relationship Management
- Multimedia Communication
- Dynamic Web Communication
- Social Network Analysis for Communication
- Strategic Retail Communication Management
- Financial Communication and Promotion
- Global Promotion and Branding
- Digital Media for E-marketing
- Advanced Multimedia Communication
- Social Media Data Acquisition and Processing
- Digital Visual Media
- Multimedia Practicum
- Directed Studies
- Dissertation
- Professional Internship



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