Department of Media and Communication | 媒體與傳播系

(MACNM) MA Communication And New Media
文學碩士(傳播與新媒體)

Programme Code: P25

Programme Features

MACNM aims to provide advanced training on human communication theories and cutting-edge media technologies for professionals working in the following fields: mass media, advertising, public relations, marketing, corporate communication, governmental or non-profit organizational communication, web and multimedia production and communication, mobile media, and other communication-related sectors. Graduates from this programme are expected to become knowledgeable, skilful, and innovative in planning, designing, producing, and evaluating communication projects utilizing new media technologies.

Entrance Requirements

To be eligible for admission, applicant must:

- have a Bachelor's degree from a recognized tertiary institution or an equivalent qualification in a related field before joining this programme;
- preferably have at least one year of professional experience in a communication area (e.g., new media, television, broadcasting, newspaper, advertising, public relations, 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:

- a score of 79 (for tests taken prior to 21 January 2026) or 4 (for tests taken from 21 January 2026 onwards) (Internet-based Test) in the Test of English as a Foreign Language (TOEFL)[@#]; or
- an overall band score of 6.0 in International English Language Testing System (IELTS)[@#]; or
- a score 450 in the Chinese Mainland's College English Test (CET-6); or
- other equivalent qualifications.

[@] TOEFL and IELTS scores are considered valid for two years. Applicants are required to provide their English test results obtained within the two years preceding the start of the University's application period. All TOEFL results must be sent directly by the Educational Testing Service (ETS) using CityUHK's institution code 3401, while IELTS results must be sent via the IELTS Results Service e-delivery to 'City University of Hong Kong - Graduate School'.

[#] Applicants with an IELTS overall band score of 6.0 or a TOEFL overall score of 4 will be required to pass an interview for English proficiency conducted by the concerned academic unit. Applicants with a comparable overall score of 79 or above shown on the TOEFL report may be exempt from the interview requirement. Interviews for other applicants may not be required.

For programme structure, please refer to our website:
https://www.cityu.edu.hk/com/page.aspx?p=MA_MACNM_Curr2025

Career Prospects

- Web Product Manager
- Multimedia Producer
- Multimedia Designer
- Social Media Manager
- Anchor
- Online Editor
- Journalist
- Corporate Communication Specialist
- Government/Public Affairs Officer
- Interactive Advertising Professional
- Data Analyst



CityU Department of Media and Communication
香港城市大學 City University of Hong Kong

Empowering **Innovation** *with* **Communication**

Department of Media and Communication | 媒體與傳播系

(MAIMC) MA Integrated Marketing Communication
文學碩士(整合營銷傳播)

Programme Code: P39

Programme Features

MAIMC aims to provide quality education to students in integrated marketing communication by blending traditionally separated communication modes of advertising, public relations, marketing and new media communication. It furnishes students with the knowledge of theories and principles on integrated marketing communication as well as skills of applying the state-of-the-art technologies in discovering, exploring and presenting unique peculiarities of social realities. This programme prepares students who are equipped with the knowledge and skills to work as communication professionals in a converged media/communication environment for a wide range of careers in such sectors as the media, public and corporate communication, advertising and public relations, and civil service.

Entrance Requirements

To be eligible for admission, you must:

- have 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:

- a score of 79 (for tests taken prior to 21 January 2026) or 4 (for tests taken from 21 January 2026 onwards) (Internet-based Test) in the Test of English as a Foreign Language (TOEFL)[@#]; or
- an overall band score of 6.0 in International English Language Testing System (IELTS)[@#]; or
- a score 450 in the Chinese Mainland's College English Test (CET-6); or
- other equivalent qualifications.

[@] TOEFL and IELTS scores are considered valid for two years. Applicants are required to provide their English test results obtained within the two years preceding the start of the University's application period. All TOEFL results must be sent directly by the Educational Testing Service (ETS) using CityUHK's institution code 3401, while IELTS results must be sent via the IELTS Results Service e-delivery to 'City University of Hong Kong - Graduate School'.

[#] Applicants with an IELTS overall band score of 6.0 or a TOEFL overall score of 4 will be required to pass an interview for English proficiency conducted by the concerned academic unit. Applicants with a comparable overall score of 79 or above shown on the TOEFL report may be exempt from the interview requirement. Interviews for other applicants may not be required.



For programme structure, please refer to our website:
https://www.cityu.edu.hk/com/page.aspx?p=MA_MAIMC_Curr2025

Career Prospects

- Public Relations Officer
- Marketing Director
- Corporate Communication Specialist
- Government/Public Affairs Officer
- Advertising Designers & Account Manager
- New Media Strategist
- Crisis Communication Manager

City University of Hong Kong
Department of Media and Communication

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

Phone | (852) 3442 8677
Fax | (852) 3442 0228
Email | comtpadmit@cityu.edu.hk
Website | www.cityu.edu.hk/com