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
- Reporter
- PR Practitioner
- Marketing Manager
- Advertising Executive

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

This major trains students to be professionals in the digital television and broadcasting industry. As a niche program, it places students on the forefront of broadcasting technology and enables them to learn a broad range of digital media skills, concepts, content, forms, trends and terminologies, thus making them highly employable in the ever-changing industry.

Careers
- Anchor
- Reporter
- Producer
- Director
- Editor
**Curriculum Structure**

<table>
<thead>
<tr>
<th></th>
<th>Normative 4-Year Entrants</th>
<th>Advanced Standing I Entrants</th>
<th>Advanced Standing II Entrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway Education</td>
<td>30 credit units</td>
<td>21 credit units</td>
<td>12 credit units</td>
</tr>
<tr>
<td>College Requirement</td>
<td>6 credit units</td>
<td>6 credit units</td>
<td>waived</td>
</tr>
<tr>
<td>Major</td>
<td>54 credit units</td>
<td>54 credit units</td>
<td>54 credit units</td>
</tr>
<tr>
<td>Minor (optional)</td>
<td>15 - 18 credit units</td>
<td>15 - 18 credit units</td>
<td>15 - 18 credit units</td>
</tr>
<tr>
<td>Free Electives</td>
<td>Remainder to fulfill the credit requirements for graduation, if necessary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Credit Units</td>
<td>120 credit units</td>
<td>90 credit units</td>
<td>66 credit units</td>
</tr>
<tr>
<td>Maximum Credit Units</td>
<td>144 credit units</td>
<td>114 credit units</td>
<td>84 credit units</td>
</tr>
</tbody>
</table>

**Application And Admission Requirements**

**First-Year Studies (4-Year Curriculum)**

<table>
<thead>
<tr>
<th>JUPAS and Direct (Non-JUPAS) Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>JS1106 (JUPAS) / 1106 (Non-JUPAS)</td>
</tr>
<tr>
<td>Department of Media and Communication (options: BA Digital Television and Broadcasting, BA Media and Communication)</td>
</tr>
</tbody>
</table>

**Admission to Department**

Students will choose a major after the first year of study
Tier 1: Top 40% - Free choice of major
Tier 2: Remaining 60% - Subject to availability of quota for the majors

Minimum Entrance Requirements for JUPAS Applicants:
1. Level 3 or above in Chinese Language and English Language; and
2. Level 2 or above in Mathematics and Liberal Studies; and
3. Level 3 or above in two elective subjects*

* - If students take both M1 and M2, they are counted as one subject only.
- Applied Learning subjects are not counted as elective subjects.
- Unspecified elective subjects may include "other languages" at grade E or above.

General Entrance Requirements for Direct (Non-JUPAS) Applicants:
Please refer: http://www.admo.cityu.edu.hk/direct/entreq/bd/  

**Advanced Standing I**

| 1341A- BA Media and Communication |

**Advanced Standing II**

| 1356A- BA Digital Television and Broadcasting |

**Direct Admission to Major**

Minimum Entrance Requirements for Advanced Standing II Applicants:

**BAMDCM:** 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.

**BATVB:** 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.

General Entrance Requirements for Advanced Standing I Applicants:
Please refer: http://www.admo.cityu.edu.hk/direct/entreq/bd/