MEDIA AND COMMUNICATION

BACHELOR OF ARTS IN MEDIA AND COMMUNICATION (BAMDCM)

文學士 (媒體與傳播)

Admission code: 1341A (Non-JUPAS)

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.

MINIMUM ENTRANCE REQUIREMENTS

For Non-JUPAS applicants

For senior-year (Advanced Standing II) admission, applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of ≥ 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.

A number of non-local qualifications are considered as satisfying the General Entrance Requirements for bachelor’s degree study.