

CULTURE, COMMUNICATION AND MEDIA

Edinburgh Napier
UNIVERSITY



BA Mass Communications, Advertising & Public Relations 大眾傳播、廣告及公關文學士

Course Code: 2445-DP017A



2026/27

Full-time Undergraduate Programmes
全日制大學學位課程

Credit Exemption for AD/HD Graduates
副學士/高級文憑畢業生可獲學分豁免



Edinburgh Napier University (ENU) is one of the largest higher education institutions in Scotland with approximately 19,500 students studying professional and relevant courses at all levels of award. In 2016, Edinburgh Napier received a second Queen's Anniversary Prize for Higher and Further Education. This highly prestigious prize is granted biennially to universities and colleges demonstrating work of a world-class standard of excellence.

According to The Times and Sunday Times Good University Guide 2024, Edinburgh Napier University is the #1 UK modern university for Communication and Media Studies. Edinburgh Napier University is also the #1 modern university in Scotland (Times Higher Education World University Rankings 2025) and the leading university in Edinburgh for student satisfaction for five years in a row (UK's National Student Survey 2020–2024).

Edinburgh Napier's reputation in the creative industries is forged by its dynamic programmes which cultivate innovative and critical thinking in advertising, communication and PR, creative writing, design, film, journalism, music, publishing and television. Edinburgh Napier also offers Scotland's longest running and most successful Mass Communications, Advertising & Public Relations programme.

愛丁堡龍比亞大學是蘇格蘭最具規模的高等教育學府之一，現有約一萬九千五百名學生修讀各種專業學科資歷。愛丁堡龍比亞大學於2016年第二次獲得英女皇高等教育年獎，此獎項每兩年頒發予具有世界級水準的優秀院校，可見獲此殊榮的愛丁堡龍比亞大學之卓越表現備受肯定。

根據《泰晤士報》及《星期日泰晤士報》2024年優秀大學指南，愛丁堡龍比亞大學在傳播與媒體研究專業方面位居英國現代大學第一名；同時也在《泰晤士高等教育》2025年世界大學排名中，成為蘇格蘭現代大學排名第一。愛丁堡龍比亞大學已連續五年在愛丁堡學生滿意度方面位居榜首（《英國2020–2024年全國學生調查》）。

愛丁堡龍比亞大學在英國的創意業界中享譽盛名，並且跟廣告、傳播及公共關係、創意寫作、設計、電影、音樂、出版及電視製作等各個領域的業內人士有緊密聯繫。愛丁堡龍比亞大學開辦的大眾傳播、廣告及公關學士課程，則是當地同類課程中歷史最悠久的課程。

Committed first and foremost to producing effective and reflective practitioners, this programme is contemporary and cutting edge, focusing on providing students with the knowledge both theoretically and practically to have a successful career in advertising, corporate/organisational communication, media relations, branding, employee communication, and PR. Students will develop an excellent understanding of communication, advertising and PR principles. Working both on their own and as part of a team, students will also gain transferable skills and develop their confidence in presenting work and ideas to their peers, lecturers and professionals in the industry.

愛丁堡龍比亞大學一向致力培訓專業人才。此課程著重理論與應用，讓學生深入了解傳播、廣告及公共關係的理論以及其實踐方法，使學生精通廣告、品牌、企業傳訊管理以及各種公共關係專業知識和技能。學生透過完成各項研習、報告及分組討論，能夠進一步增強溝通能力，為投身相關行業作最佳準備。

Programme Highlights

- This programme has **over 30 years of history** in Scotland;
- **Students with relevant AD/HD qualifications will normally be granted credit exemption** and eligible to enter the final year of the programme;
- A **10-month intensive, professional training period** (full-time) in PR, branding and advertising;
- Graduates of this programme satisfy the education requirement for Associate Membership in the Chartered Institute of Public Relations (CIPR).

課程特色

- 課程在蘇格蘭擁有**超過三十年的歷史**；
- **合資格副學士或高級文憑畢業生可獲學分豁免**，直接入讀課程三年班；
- 為期十個月的全日制大學學位課程，集中修讀廣告、品牌及公關專業；
- 本課程畢業生已獲英國特許公關學會認可，達到準會員資格的學術要求。



Programme Structure

Edinburgh Napier University requires students to complete 360 credits (12 modules) for the BA Mass Communications, Advertising & Public Relations degree. Students with relevant AD/HD qualifications will normally be granted an exemption of 240 credits. They will have to undertake 6 modules, or 120 credits (under Edinburgh Napier University's system) to graduate.

There will be 2 semesters, each comprising 14 teaching weeks. The entire programme consists of 6 modules:

Semester	Module Title
Semester 1	Communication Management Advertising Theory and Practice Branding Corporate Communication <i>(for those with AD/HD qualifications other than PR and media studies)</i>
Semester 2	Online Communication* Public Relations Theory and Practice Visual Communication

* Module retitling is subject to approval

Note:
The above programme structure is intended for use as a guideline to prospective students. The University reserves the right to modify sequencing of modules within the structure.

The programme structure applies to full-time students. Part-time students are required to take 2 modules in each trimester (3 trimesters in total). For details, please check <http://www.hkuspace.hku.hk>

Entry Requirements

Applicants shall normally hold an Associate Degree/Higher Diploma in the following areas with a minimum GPA of 2.0:

- Associate of Arts
- Higher Diploma in Public Relations and Corporate Communications
- Associate Degree/Higher Diploma in Business Administration
- Higher Diploma in Translation and Interpretation
- Associate of Applied Social Sciences in Communication, Public Relations and Journalism
- Associate Degree/ Higher Diploma in Event Management/ Tourism

Holders of any Associate Degree/Higher Diploma awarded within the HKU system through HKU SPACE, or equivalent qualifications from recognised institutions, are normally considered as having attained the required English proficiency. Otherwise, a minimum IELTS score of 6.0 is required.

Sub-degree graduates without relevant academic background can still apply. They might be required to take one bridging module (HK\$2,800) in semester 1.



Progression Path

Undergraduate

BA Mass Communications, Advertising & Public Relations

10 months (Full-time) /
14 months (Part-time)
awarded by Edinburgh Napier University

Local or overseas master's degree programmes

Postgraduate (PgDip)

Postgraduate Diploma in Media and Cultural Critique

7 months
awarded within the HKU system
through HKU SPACE

Postgraduate (MA/MSc)

Master of Arts/
Master of Science

9 - 12 months

Duration of Study and Award

With full exemptions granted, students can complete the programme in 10 months (Full-time). Upon successful completion, students will be awarded the **BA Mass Communications, Advertising & Public Relations** by Edinburgh Napier University.

Teaching Mode

The unique nature of this programme enables a range of teaching formats to be used. The formats include lectures, seminars, tutorials, practical workshops and consultation sessions.

Assessment

Undergraduate students are required to complete at least one group project and an individual assignment in each of the modules by demonstrating their critical understanding of the conceptual frameworks shaping advertising and public relations as forms of communication. In some modules, students are required to demonstrate their command of creative abilities by undertaking media presentations.

Professional Recognition

Chartered Institute of Public Relations

Graduates of this programme satisfy the education requirement for Associate membership of CIPR.

Career Opportunities

Equipped with theoretical and practical knowledge of the communication industry, students of this programme will graduate with the relevant skills to enter fields such as advertising, corporate or organisational communications, marketing, public relations, brand and reputation marketing, internal and online communication and event management.

Further Studies

Qualifications from Edinburgh Napier University are recognised internationally, and graduates of the **BA Mass Communications, Advertising & Public Relations** are also eligible to progress onto **Postgraduate Diploma (PgDip) in Media and Cultural Critique**, awarded within the HKU system through HKU SPACE or other local and overseas master's degree programmes.

Tuition Fee

The tuition fee* for 2025/26 intake is HK\$41,550 per semester (2 semesters in total), payable in 2 equal instalments (Full-time)^.

Sub-degree graduates without any media or PR background are welcome to apply. The college will provide one bridging module to admitted students. The bridging module fee is HK\$ 2,800.

* The tuition fee is reviewed annually and subject to change. Please refer to the IC website for the most updated tuition fee for the 2026/27 intake.

^ The tuition fee for part-time mode (2025/26) is HK\$41,550 (3 trimesters in total), payable in 3 equal instalments.

Extended Non-Means-Tested Loan Scheme (ENLS)

Students are eligible to apply for the HKSAR Government's Extended Non-means-tested Loan Scheme (ENLS). The maximum financial assistance under the ENLS is equivalent to the total tuition fee payable to the HKU SPACE in the academic year.

Edinburgh Napier University Scholarship/Bursary

Edinburgh Napier will award one scholarship to a new full-time student achieving outstanding academic results in his or her Associate Degree/Higher Diploma study. The awardee will receive HK\$10,000.

A bursary of HK\$10,000 will also be granted by Edinburgh Napier University to a full-time student admitted to the programme in the 2026/27 academic year.

UK Programme Leader's Message



Dr Pauline Miller Judd,
Edinburgh Napier University

“ We have a long-running partnership at HKU SPACE, having taught here at HKU SPACE for approximately 15 years. We are really pleased with the quality of our students and graduates from the programme. The BA Mass Communications, Advertising & Public Relations programme gives you a thorough grounding across a range of communications and marketing areas. As well as studying advertising and public relations, you will also study subjects such as visual communication, online communication, communication management and branding, enabling you to be a versatile graduate when you leave.”

Alumni Sharing



Leung King Yiu, Shawn

- BA Mass Communications, Advertising & Public Relations (2022-23)
- Class Medal Winner 2023

“ The BA programme in advertising and public relations was a transformative experience for me. It sharpened my ability to communicate and helped me see how important these fields are today. The courses were a great mix of real-world skills and challenging ideas. They pushed me to be creative and tackle tough problems. This programme gave me what I needed to do well in my job and prepared me for further study.”



Apply NOW

 <http://hkuspace.hku.hk/ic>

Programme Enquiries

 3762 0061

 ug.comm@hkuspace.hku.hk
(Ms Cindy Cheung)

More Details



General Enquiries

 2910 7555  ic@hkuspace.hku.hk

Programme Overview

Awarding University	Edinburgh Napier University
Year of Establishment	1964 [†]
Duration	10 months (Full-time) 14 months (Part-time)
Full Tuition Fee (2025/26 Intake*)	HK\$83,100
Bridging Module Fee	HK\$ 2,800 (for non-media/ marketing/PR graduates)
Medium of Instruction	English
Commencement Date	September 2026 (Full-time) February and September 2026 (Part-time)

[†] The institutional history can be traced back to earlier than its date of establishment as a university.

* The tuition fee is reviewed annually and subject to change. Please refer to the IC website for the most updated tuition fee for the 2026/27 intake.

Information in this leaflet is subject to change by HKU SPACE IC and Edinburgh Napier University without prior notice. Please refer to the IC website or contact programme staff for the latest information.

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.



HKU SPACE was awarded the ASIIN Institutional Accreditation seal for its quality management in teaching and learning.

