

# ARTS, MEDIA AND CULTURE



HKU SPACE  
INTERNATIONAL COLLEGE  
香港大學專業進修學院  
國際學院



## BA Communication, Advertising & Public Relations 傳播、廣告及公關文學士

Course Code: 1545-DP017A (CE 68-870-00/71)

### 2017/18

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

Credit Exemption for AD/HD Graduates  
專為副學士/高級文憑畢業生而設

Edinburgh Napier  
UNIVERSITY





Edinburgh Napier University is one of the largest higher education institutions in Scotland with around 18,000 students studying professional and relevant courses at all levels of award. In 2009, Edinburgh Napier received a 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.

Edinburgh Napier is one of the top ten universities in the UK for graduate employability and graduates have one of the best employment prospects of all Scottish universities. A recent study from the Higher Education Statistics Agency (HESA 2014) showed that more than 95.2% of Edinburgh Napier's graduates obtained jobs or progressed onto further studies 6 months after graduation.

Edinburgh Napier's reputation in the creative industries is forged by its dynamic programmes cultivating 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 Communication, 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，現有約一萬八千名學生修讀各種專業學科資歷。愛丁堡龍比亞大學於2009年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。

愛丁堡龍比亞大學師資優良，堅持以專業訓練為本的教學方針，畢業生向來獲僱主青睞，就業率亦於全英國高等院校中持續高企；逾九成半畢業生在畢業後六個月內已獲聘或繼續升學(英國高等教育統計局 2014)。

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聯繫緊密。愛丁堡龍比亞大學開辦的傳播、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，有超過二十五年歷史。

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；並透過完成各項研習、報告及分組討論，進一步增強學生的溝通能力，為他們投身相關行業作最佳準備。

### Programme Highlights

- This programme has over 25 years of history in Scotland;
- A 10-month intensive, professional training period in PR, branding and advertising;
- Edinburgh Napier is ranked 14<sup>th</sup> in the Guardian University League table 2016 in the area of Public Relations and related subjects;
- 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二十五年的歷史。
- 為期十個月的大學學位課程，集中修讀廣告、品牌及公關專業。
- 根據英國《衛報大學排名2016》，愛丁堡龍比亞大學在公關及相關範疇中排名全國第14位。
- 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。



## 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 additional course (HK\$2,800) in semester 1.

## Programme Structure

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

Semester	Module Title
Semester 1	Communication Management 2
	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 1



## Progression Path

### Undergraduate

BA Communication,  
Advertising & Public Relations  
.....  
10 months  
awarded by Edinburgh Napier University

### MA Media Communications and Critical Practice

16 months (full-time)  
awarded by London College of Communication (LCC),  
University of the Arts London (UAL)

### 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. Upon successful completion, students will be awarded the **BA Communication, 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, an individual assignment and/or an examination 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. 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 Communication, 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 **MA Media, Communications and Critical Practice** in Hong Kong awarded by London College of Communication (LCC), University of the Arts London (UAL) and other local and overseas master's degree programmes.

## Tuition Fee

The tuition fee\* for 2016/17 intake is HK\$39,750 per semester (2 semesters in total), payable in 2 equal instalments.

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 is subject to change without prior notice

## 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 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 HKU SPACE International College to a student admitted to the programme in the 2017/18 academic year.

## Alumni Sharing



### WONG Tsz Lam

- Associate of Applied Science in Life Science (Biological Science Theme), HKU SPACE Community College (2011-13)
- BA Communication, Advertising & Public Relations (2013-14)
- Marketing Executive, Sil-Metropole Organisation Ltd. (2014- )

“ This intensive programme successfully converted me into a communication professional with the necessary knowledge in advertising and public relations. Thanks to the enthusiasm and professionalism of the lecturers, I have built analytical and presentation skills, and the ability to work within tight schedules. ”




### MOK King Lam, Kelly


- Higher Diploma in Legal Executives, HKU SPACE Po Leung Kuk Stanley Ho Community College (2011-13)
- BA Communication, Advertising & Public Relations (2013-14)
- Marketing Executive, Glory Channel Limited (2014- )


“ The well-structured programme and experienced lecturers provided me with a strong academic foundation, as well as practical and professional skills in the field of advertising and professional communications. ”

## Apply NOW

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



### Programme Enquiries

 2910 7613

 [jolin.wong@hkuspace.hku.hk](mailto:jolin.wong@hkuspace.hku.hk) (Ms. Jolin Wong)

 [frankie.cheung@hkuspace.hku.hk](mailto:frankie.cheung@hkuspace.hku.hk) (Mr. Frankie Cheung)

### General Enquiries

 2910 7555  [ic@hkuspace.hku.hk](mailto:ic@hkuspace.hku.hk)

## Programme Overview

**Awarding University** Edinburgh Napier University

**Year of Establishment** 1964<sup>†</sup>

**Study Mode** Full-time

**Duration** 10 months

**Medium of Instruction** English

**Tuition Fee (2016/17 Intake\*)** HK\$39,750 per semester,  
2 semesters in total

**Bridging Module Fee** HK\$ 2,800 (for non-media/  
marketing/PR graduates)

**Programme Commencement** September 2017

<sup>†</sup> The institutional history can be traced back to earlier than its date of establishment as a university.

\* The tuition fee for 2017/18 intake will be updated in the IC website in due course.

## HKUSPACE

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 is a non-profit making University company limited by guarantee.