Edinburgh Napier UNIVERSITY

CULTURE, COMMUNICATION AND MEDIA



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

Course Code: 2545-DP017A

PROFESSIONAL RECOGNITION

2027/28

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
愛丁堡龍比亞大學



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

Edinburgh Napier University (ENU) is a leading Scottish university recognised for academic excellence, employability and industry engagement. Ranked the **top modern university in Scotland** (THE World University Rankings 2025), ENU empowers students with the knowledge, practical experience and global outlook needed to thrive in today's fast-changing communications and creative industries.

With strong links to industry and a long-standing reputation for innovation, Edinburgh Napier's creative disciplines prepare graduates for successful careers in advertising, branding, public relations, media and digital communication. Home to **Scotland's longest-running Mass Communications, Advertising & Public Relations programme**, the University combines academic excellence with real-world learning opportunities. Its commitment to career success is reflected in the fact that **97% of graduates in UK are in employment or further study within 15 months of graduation**, making ENU an outstanding choice for students seeking both academic achievement and professional advancement.

愛丁堡龍比亞大學（Edinburgh Napier University, ENU）是蘇格蘭領先的現代化大學之一，以卓越的教學質素、畢業生就業表現及緊密的業界聯繫而享譽國際。大學於**《泰晤士高等教育世界大學排名》(2025)獲評為蘇格蘭排名第一的現代化大學**。憑藉與時並進的課程設計及實踐導向的教學模式，愛丁堡龍比亞大學致力培養學生具備專業知識、實務經驗及國際視野，助他們在瞬息萬變的傳播及創意產業中脫穎而出。

愛丁堡龍比亞大學的傳播學科憑藉深厚的業界網絡及悠久的創新傳統，一直為廣告、市場推廣、公共關係、媒體及數碼傳播等專業領域培育優秀人才。大學開辦的**大眾傳播、廣告及公共關係課程為蘇格蘭歷史最悠久的同類課程之一**，結合嚴謹學術訓練與真實商業應用，讓學生掌握行業最新發展及實務技能。大學對學生職業發展的承諾亦反映於其卓越的畢業生表現上，在英國，**97%的畢業生於畢業後15個月內已投入工作或繼續升學**，使愛丁堡龍比亞大學成為追求學術成就與職業發展人士的理想選擇。

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.

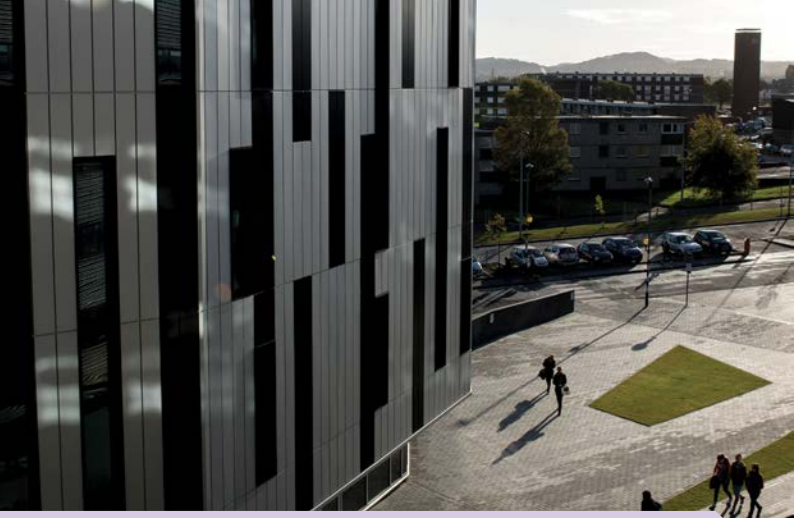
愛丁堡龍比亞大學一向以培育具國際視野及專業競爭力的人才為目標。本課程結合理論知識與實務應用，讓學生全面掌握傳播、廣告及公共關係領域的核心概念與最新發展趨勢，並深入了解品牌管理、企業傳訊、市場推廣及公共關係策略等專業範疇。課程內容緊貼業界需要，致力培養學生成為具創意思維、策略分析能力及卓越溝通技巧的傳播專才。

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;
- A proven pathway to postgraduate success, with **graduates progressing to master's degree programmes** at leading local and overseas universities.

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；
- 課程為學生奠定穩固的學術基礎；**畢業生成功升讀本地及海外知名大學的碩士學位課程**，為未來升學及專業發展開創更廣闊前景。



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 *(for those with AD/HD qualifications other than PR and media studies)*
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

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

Local or overseas master's degree programmes

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 CIPR

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 2026/27 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 2027/28 intake.

^ The tuition fee for part-time mode (2026/27) is HK$83,100 (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 2027/28 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



LAI, Po Man

- BA Mass Communications, Advertising & Public Relations, Edinburgh Napier University (2025-26)
- University Class Award (Edinburgh Napier University)

"Winning the University Class Award was a proud moment, but the real prize was how this programme transformed my outlook. Studying part-time while balancing a full-time workload was challenging, but it directly enhanced my professional skills and broadened my horizons. The BA in Mass Communications, Advertising & Public Relations has given me the exact knowledge and confidence I need to take my career to the next level."

HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education



Apply NOW

http://hkuspace.hku.hk/ic

Programme Enquiries

3762 0061

ug.comm@hkuspace.hku.hk

(Ms Cindy Cheung)

General Enquiries

2910 7555 ic@hkuspace.hku.hk

More Details

Programme Overview

Awarding University	Edinburgh Napier University
Year of Establishment	1964†
Duration	**10 months (Full-time)** **14 months (Part-time)**
Full Tuition Fee (2026/27 Intake*)	**HK$83,100**
Bridging Module Fee	HK$ 2,800 (for non-media/ marketing/PR graduates)
Medium of Instruction	English
Commencement Date	September 2027 (Full-time) February and September 2027 (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 2027/28 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.

ASIIN Accredited Institution 2022-2028

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

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