



CULTURE, COMMUNICATION AND MEDIA



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

Course Code: 1945-DP017A (CE 68-870-00/11)



2021/22

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 (2009 & 2016). This highly prestigious prize is granted biennially to universities and colleges demonstrating work of a world-class standard of excellence.

Edinburgh Napier University was rated top in the UK for adding value to students by the Guardian University Guide 2017. In the same year, the University received five stars for teaching, employability and internationalisation from the prestigious QS Stars rankings. According to the Times Higher Education Young University Rankings (2019), ENU is placed in the top 200 of universities worldwide. Edinburgh Napier is ranked 23rd in the Guardian University League table 2019 in the area of public relations, journalism and publishing.

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 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。

愛丁堡龍比亞大學師資優良，堅持專業訓練為本的教學方針，畢業生向來獲僱主青睞。QS世界大學排名於2017年，頒發了5星殊榮予愛丁堡龍比亞大學，以肯定大學在教學質素、畢業生受聘率以及院校國際化等方面的卓越成就。大學於《泰晤士高等教育》(2019) 的排名中，擠身全球最佳200大的年輕大學。根據英國《衛報大學排名2019》，愛丁堡龍比亞大學在公關、新聞及出版範疇中排名全國第23位。

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；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;
- **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**超過二十五年的歷史**；
- **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

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

The programme structure applies to full-time students. Part-time students are required to take 2 modules in 3 trimesters. 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 and overseas master's degree

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, 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.

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 **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 2020/21 intake is HK\$40,000 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 is subject to change without prior notice.

^ Payment schedule for part-time mode is different.

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 2021/22 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. ”

* Retitled to BA Mass Communications, Advertising & Public Relations from 2019/20.

Apply NOW


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

Programme Enquiries

 2910 7613

 ug.comm@hkuspace.hku.hk (Ms. Stefanie Au)

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 (2020/21 Intake*)	HK\$80,000
Bridging Module Fee	HK\$ 2,800 (for non-media/ marketing/PR graduates)
Medium of Instruction	English
Commencement Date	September 2021 (Full-time) February and September 2021 (Part-time)

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

* Subject to revision.



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.

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