

**Journalism and Communication**  
**Applicable to students admitted in 2020-21**

Bachelor of Social Science (Journalism and Communication) and Bachelor of Business Administration (Integrated BBA Programme) Double Degree Option

**1<sup>st</sup> Degree: Bachelor of Social Science (Journalism and Communication)**

**Major Programme Requirement**

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: COMM1120 and any two courses, offered by two different Programmes/Departments/Schools, chosen from the following: ARCH1001, 1002, DSPS1001, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) COMM1150, 2160, 2530, 3200, 3600, 4150	18
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
3. Elective Courses (Courses that appear in both 3(a) and 3(b) can only be counted towards fulfillment of either 3(a) or 3(b).):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 27 units from the following areas:	27
(i) Advertising and Public Relations COMM2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3831, 3832, 3840, 3850, 3855, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2610, 2740, 2910, 3630, 3640, 3650, 3670, 3680, 3681, 3682, 3740, 3750, 5631, 5632, 5650, 5690	
(iii) Creative and New Media COMM2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3711, 3733, 3800, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	
(iv) Communication Studies COMM2140, 2500, 2520, 2920, 2930, 2932, 3131, 3132, 3191, 3193, 3700, 4040, 4191, 5110, 5111, 5775, 5944, 6210, 6420	
<b>Total:</b>	<b>72</b>

**Explanatory Notes:**

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under specific areas.

3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.

#### Requirements for admission to the 2<sup>nd</sup> degree programme

1. For admission to the second degree programme, students should have:
  - i. obtained admission scores not lower than a score mutually agreed by both the School of Journalism and Communication and the Faculty of Business Administration, and this score should not be lower than the lowest admission scores of the Integrated BBA programme;
  - ii. fulfilled all graduation requirements of the first degree programme;
  - iii. obtained a Major GPA of at least 3.0 upon completion of studies of the first degree programme;
  - iv. taken at least a reasonable number of units (27 units as mutually agreed by both the School of Journalism and Communication and the Faculty of Business Administration) of courses prescribed by the second degree programme while pursuing the first degree programme; and
  - v. achieved a GPA of at least 3.0 in these second degree programme courses. These second degree programme courses include the mutually recognized courses of the double degree option.

Interviews will be arranged for all shortlisted candidates. Students who do not satisfy the above requirements may still apply for admission to the second degree programme which has discretion to judge the suitability of the students for studying for the second degree programme through assessments like conducting interview, considering the recommendation from the first degree programme, etc.

Upon fulfillment of the requirements of the first degree programme, students of this double degree option can choose to or not to pursue the second degree programme. If a student decides not to pursue the second degree programme but has fulfilled the requirements of the Integrated BBA minor programme, a minor of the programme would be awarded.

#### **2<sup>nd</sup> Degree: Bachelor of Business Administration (Integrated BBA Programme)**

##### **Major Programme Requirement**

Students are required to complete a minimum of 56 units of courses as follows:

	Units
1. Faculty Package: DSME1030, 1040, MGNT1020	9
2. Required Courses: ACCT2111, 2121, 2151 or 3151[a], DSME2011, 2030, 2051, FINA2010, IBBA3040, MGNT2511, 2512, 2611, 4010, MKTG2010	32-33
3. Elective Courses (Concentration): Students must choose at least one concentration and take five or six courses among the courses prescribed under respective concentration area as follows:	15-18
(a) Business Economics	
(i) DSME2021, 4110;	

- (ii) two courses selected from: DSME3000, 3011, 3030, 3050, 3080, 3090, 4040, 4080; and
- (iii) one DSME course at 3000 or above level, excluding the courses taken for fulfillment of requirement (i) or (ii)
- (b) Business Analytics
  - (i) DSME2021, 2040, 4020;
  - (ii) one course selected from: DSME4070, 4240, 4260; and
  - (iii) one course selected from: DSME3030, 4030, 4110, 4220, 4280, MKTG4120
- (c) Finance
  - (i) DSME2021 or FINA2020; and
  - (ii) 15 units of FINA courses at 3000 or above level, with no more than three 1-unit FINA courses
- (d) Entrepreneurship
  - (i) MGNT1070, 2070, 3070, 4170; and
  - (ii) two courses selected from: MGNT4070, 4090, 4130, 4270, 4570
- (e) Management of International Business
  - (i) MGNT3080, 3580, 4150; and
  - (ii) three courses selected from: MGNT3010, 4080, 4090, 4130, 4140, 4510, 4530, 4540, 4550, 4570, 4600, 4620
- (f) Human Resource Management
  - (i) MGNT2040, 3010, 3090; and
  - (ii) three courses selected from: MGNT3040, 3060, 4050, 4060, 4080, 4110, 4130, 4140, 4620
- (g) Marketing
  - (i) MKTG3010, 3020, 3030, 4040; and
  - (ii) two courses selected from: MKTG3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4110
- (h) Big Data and Quantitative Marketing
  - (i) MKTG3010, 3060, 4080, 4120; and
  - (ii) two courses selected from: MKTG3020, 4030, 4050, 4070, 4090, 4150, 4160
- (i) General Business
  - (i) 3 units of DSME/FINA/MGNT/MKTG courses at 2000 or above level; and
  - (ii) 12 units of DSME/FINA/MGNT/MKTG courses at 3000 or above level, excluding the courses taken for fulfillment of requirement (i), with no more than three 1-unit FINA courses

**Total: 56-60**

Explanatory Notes:

1. ACCT/DSME/FINA/IBBA/MGNT/MKTG courses at 2000 and above level (excluding ACCT2111, 2121, IBBA3040, MGNT2511 and 2512) will be included in the calculation of Major GPA for honours classification.
2. Double concentrations in Marketing and Big Data and Quantitative Marketing are not allowed.
3. DSME2021 and the associated units can be used to satisfy concentration requirements of double concentrations within (a) to (c).  
MGNT3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (e) and (f).
4. Courses taken for the concentration requirements of General Business Concentration cannot be counted towards the requirements of concentrations (a) to (h).

5. Students claiming Entrepreneurship Concentration are not allowed to declare Minor in Entrepreneurship and Innovation.
- [a] ACCT2151 and ACCT3151 are mutually exclusive. Students who would like to pursue a career in accounting profession are advised to take ACCT3151 instead of ACCT2151.

Explanatory Notes on mutual recognition or exclusion:

1. MKTG3010 can be exempted from the requirement of the second degree programme by successfully completing COMM2160.
2. MKTG3030 can be exempted from the requirement of the second degree programme by successfully completing COMM2850.

	<b>Recommended Course Pattern</b>			
	<b>1<sup>st</sup> degree: <u>Bachelor of Social Science (Journalism and Communication)</u></b>	<b>Units</b>	<b>2<sup>nd</sup> degree: <u>Bachelor of Business Administration (Integrated BBA Programme)</u></b>	<b>Units</b>
<b>First Year of Attendance</b>	1 <sup>st</sup> term Faculty Package: COMM1120 and 1 Faculty Package course Major Required: Major Elective(s): 1 course	6   3	1 <sup>st</sup> term Faculty Package:  Major Required: Major Elective(s):	
	2 <sup>nd</sup> term Faculty Package: 1 course Major Required: COMM1150 Major Elective(s): 1 course	 3 3 3	2 <sup>nd</sup> term Faculty Package: Major Required: Major Elective(s):	
<b>Second Year of Attendance</b>	1 <sup>st</sup> term Faculty Package:  Major Required: (COMM1170 or 1180 or 1190), and COMM2530 Major Elective(s):	  6	1 <sup>st</sup> term Faculty Package: DSME1030, MGNT1020 Major Required:  Major Elective(s):	3-6
	2 <sup>nd</sup> term Faculty Package:  Major Required: (COMM2110 or 2120 or 2100 or 2300), and COMM2160 Major Elective(s): 1 course	  6 3	2 <sup>nd</sup> term Faculty Package: DSME1040, MGNT1020 Major Required:  Major Elective(s):	3-6
	1 <sup>st</sup> term		1 <sup>st</sup> term	

<b>Third Year of Attendance</b>	Major Required: COMM2170 or 2180 or 2240 or 2320 Major Elective(s): 2 courses	3 6	Major Required: ACCT2111, DSME2011 Major Elective(s):	7
	2 <sup>nd</sup> term Major Required: (COMM3140 or 3610 or 3400 or 3310), COMM3200 and 3600 Major Elective(s): 1 course	6-9 3	2 <sup>nd</sup> term Major Required: ACCT2121 Major Elective(s): 1 course	3 3
	<b>Fourth Year of Attendance</b>	1 <sup>st</sup> term Major Required: (COMM3140 or 3610 or 3400 or 3310), and COMM4150 Major Elective(s): 2 courses	3-6 6	1 <sup>st</sup> term Major Required: FINA2010, MKTG2010 Major Elective(s):
	2 <sup>nd</sup> term Major Required: Major Elective(s): 3 courses	9	2 <sup>nd</sup> term Major Required: DSME2030, 2051 Major Elective(s):	6
<b>Fifth Year of Attendance</b>			1 <sup>st</sup> term Major Required: ACCT2151 or 3151, IBBA3040, MGNT2511, 2611, 4010 Major Elective(s): 1 course	9-10 3
			2 <sup>nd</sup> term Major Required:MGNT2512 Major Elective(s): 3-4 courses	1 9-12
	<b>Total (including Faculty Package):</b>	<b>72</b>	<b>Total (including Faculty Package):</b>	<b>56-60</b>

<b>Course List</b>		
<i>Course Code</i>	<i>Course Title</i>	<i>Unit(s)</i>
COMM1110	Media and Everyday Life	3
COMM1120	Development of Mass Communication	3
COMM1150	Introduction to Media Industries and Practices	3
COMM1170	Chinese News Writing	3
COMM1180	English News Writing	3
COMM1190	Media Writing	3
COMM2100	Audience Analysis and Strategy	3

COMM2110	Chinese News Reporting I	3
COMM2120	English News Reporting I	3
COMM2140	Media and Social Development in Mainland China	3
COMM2160	Communication Research Methods	3
COMM2170	Chinese News Reporting II	3
COMM2180	English News Reporting II	3
COMM2210	News and Society	3
COMM2240	Integrated Strategic Campaign I	3
COMM2300	Sound and Creative Media	3
COMM2320	Creative Media Curation and Management	3
COMM2440	Photojournalism	3
COMM2500	Introduction to Global Communication	3
COMM2520	Global Affairs and Public Issues	3
COMM2530	Critical Studies in Media and Communication	3
COMM2600	Introduction to Journalism	3
COMM2610	Foreign News Desk Practice	3
COMM2710	Fundamentals in Visual Media	3
COMM2733	Radio Production	3
COMM2740	Broadcast News	3
COMM2812	Professional Public Relations Writing	3
COMM2813	Social Media and Crisis Communication	3
COMM2814	Social Campaigning and Public Relations for NGOs	3
COMM2820	Principles of Advertising	3
COMM2830	Account Planning and Management	3
COMM2840	Advertising and Society	3
COMM2850	Introduction to Integrated Marketing Communications	3
COMM2910	News Analysis	3
COMM2920	Media, Sex and Violence	3
COMM2922	Introduction to Creative and New Media	3
COMM2925	Principles of Editing in Creative Media	3
COMM2926	Creative Design and Layout	3
COMM2928	Art Direction	3
COMM2930	Understanding Movies	3
COMM2932	Film Genres: Love, Death and Laughs	3
COMM2940	Internet, Digital Media and Information Society	3
COMM2962	Photography	3
COMM3131	Special Topic in Communication Studies I	3
COMM3132	Special Topic in Communication Studies II	3
COMM3140	Chinese News Editing	3
COMM3191	Film, Television and Hong Kong Culture	3
COMM3193	Media and Gender	3
COMM3200	Communication Professional Internship	3
COMM3310	Images and Creative Media	3
COMM3400	Integrated Strategic Campaign II	3
COMM3600	Laws and Ethics for Communication	3
COMM3610	English News Editing	3
COMM3630	Digital Journalism	3

COMM3640	China News Reporting	3
COMM3650	Social Media Analytics for Communication Professionals	3
COMM3670	Issues in Current Affairs	3
COMM3680	Business and Financial Reporting	3
COMM3681	Special Topic in Journalism I	3
COMM3682	Special Topic in Journalism II	3
COMM3700	Intercultural Communication	3
COMM3711	Script Writing and Screenplay	3
COMM3733	Television Production	3
COMM3740	Advanced Broadcast News	3
COMM3750	Storytelling in Journalism	3
COMM3800	Multimedia Design Techniques	3
COMM3810	Public Relations and Social Theory	3
COMM3811	Special Topic in Public Relations I	3
COMM3812	Special Topic in Public Relations II	3
COMM3820	Media Management for Public Relations	3
COMM3831	Special Topic in Advertising I	3
COMM3832	Special Topic in Advertising II	3
COMM3840	Advertising Copywriting	3
COMM3850	Advertising Art Direction	3
COMM3855	Advertising Media Planning	3
COMM3881	Public Relations Case Analysis and Campaigns	3
COMM3888	Financial Public Relations	3
COMM3920	Creative Writing in Media	3
COMM3921	Special Topic in Creative and New Media I	3
COMM3922	Special Topic in Creative and New Media II	3
COMM3930	Digital Video Production	3
COMM3933	Music Industry, Production and Marketing	3
COMM3939	Film Directors	3
COMM3940	Multimedia and Digital Entertainment Design	3
COMM3941	New Media Business	3
COMM3963	Entertainment Business	3
COMM4040	Directed Studies in Communication	3
COMM4150	Senior Research Project	3
COMM4191	Cultural Studies and Popular Culture	3
COMM4730	Documentary	3
COMM4733	Advanced Television Production	3
COMM4848	New Media Advertising	3
COMM4935	Cinematography	3
COMM4956	Fundamentals of Computer Animation	3
COMM4962	Advanced Photography	3
COMM5110	Topical Studies in Communication I	3
COMM5111	Topical Studies in Communication II	3
COMM5631	Topical Studies in Journalism I	3
COMM5632	Topical Studies in Journalism II	3
COMM5650	Journalism Theories and Analysis	3
COMM5690	Feature Writing	3

COMM5775	Understanding Culture through Film	3
COMM5944	Media Economics and ICTs	3
COMM6210	Communication Patterns in Chinese Society	3
COMM6420	Strategies for Integrated Communication Campaigns	3