



ICM

Bachelor of Social Sciences (Honours) in Integrated Communication Management

2022-23 Full-time Undergraduate Programme
for Associate Degree & Higher Diploma Graduates

Admissions
2022
(Year 3 Entry)

Bachelor of Social Sciences (Honours) in Integrated Communication Management

綜合傳播管理學社會科學學士 (榮譽) 學位課程



Award

Bachelor of Social Sciences (Honours) in Integrated Communication Management awarded by Hong Kong Baptist University



This programme is offered by the College of International Education, Hong Kong Baptist University for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in public relations, advertising, and integrated marketing communication.

Programme Features

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Nurtures students' academic and practical knowledge related to advertising, public relations and marketing communication management;
- Establishes students' managerial skills, with a focus in planning and developing integrated communication projects;
- Provides students with industry insights from a variety of sectors including digital marketing, travel and hospitality, entertainment, sports, media planning, corporate social responsibility in Hong Kong;
- Accredited by International Advertising Association (IAA), whose graduates will also be awarded the IAA Certificate of Completion;
- Offers a variety of scholarships and funds for eligible students.



Integrated Communication Management (ICM) Programme is an accredited degree programme with a managerial focus. It equips students with practical skills about big data analyses and applications of artificial intelligence (AI), which are essential for future leaders in the digital era. In addition, ICM offers strong industry insights and alumni networks for graduates' benefits.

Dr. Lennon Tsang | Programme Director

Career Prospects

The programme will equip graduates with the academic training and advanced practical skills in marketing communication required for pursuing careers in a wide array of professions. They include the following areas: advertising, public relations, non-government organisations, businesses, conference and exhibition, recreation, sports, civil service, media and entertainment.

Graduates who satisfactorily complete the course of study obtain an extra IAA's **Certificate of Completion of Accredited Course**, and enjoy academic membership privileges across the IAA's global network. In addition, graduates working in the public relations field can register as members of Hong Kong Public Relations Professionals' Association Limited (**PRPA**).

Programme Structure

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 54 units of Major Core Courses, 9 units of Major Elective Courses and 3 units of General Education Capstone Course.

Year 1 & Year 2

UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English♦
- University Chinese♦
- Healthy Lifestyle♦
- The Art of Persuasion♦

GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses#
- Level 2 Interdisciplinary Thematic Courses

♦ For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

For Associate Degree applicants, a block transfer of 9 units will be granted.

FREE ELECTIVE COURSES (34 UNITS)

Free Elective Courses are normally exempted for Associate Degree or Higher Diploma graduates seeking for year 3 entry.

Remarks:

1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission. Students are required to complete all programme prerequisites, University Core and GE courses to meet the graduation requirement.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.



Study Tour to Seoul, South Korea

58 students joined the study tour to Seoul. They were privileged to have a chance to explore firsthand the cutting-edge South Korean advertising industry.



Year 3 & Year 4

MAJOR CORE COURSES (54 UNITS)

- Advertising and Social Issues
- Introduction to Public Relations and Advertising*
- Marketing Principles*
- Creative Media Planning
- Creative Advertising Copywriting
- Graphics and Print Solutions
- Organizational Communication
- Research and Communication
- Communication in Professional Practice
- Crisis Communication
- Event Management
- Integrated Communication Marketing Campaign
- Persuasion and Social Influence
- Intercultural Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance
- Integrated Marketing Communication Honours Project
- Communication Theory

* Students may apply for course exemption if they have taken equivalent courses in other institutions previously, but they are normally required to replace the exempted Core Courses with Elective Courses to make up for the units being exempted.

MAJOR ELECTIVE COURSES (9 UNITS)

- Business Communication Management
- Interactive Advertising Management
- Media Business Environment
- Consumer Behaviour
- Digital Communication Management
- Fashion Communication Management
- Journalism Theory
- Television and Hong Kong Society
- Understanding Theatre Arts
- Visual Communication in Multimedia
- Special Topics in Communication
- Entrepreneurship Management
- Financial Literacy
- Journalism and Society in a PR Perspective
- Global Marketing Management
- Marketing Communication in China
- Strategic Public Relations Management
- Retailing as Marketing Communication
- Financial Communication and Investor Relations
- Sports and Entertainment Promotion
- Big Data Analytics for Media and Communication
- ICM Internship
- Applied Creativity
- Studies in Non-Fiction Films[^]
- Studies in Film and Television Classics[^]
- Special Topics in Hollywood Cinema[^]
- Special Topics in Hong Kong Cinema[^]
- Communication and Sustainable Development[^]
- Gender and Communication[^]
- Negotiation and Lobbying[^]
- Analytical and Opinion Writing for Chinese Media[^]
- Brand Management[^]

[^] The course is offered by Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media; Bachelor of Arts (Honours) in Media and Social Communication or Bachelor of Commerce (Honours) in Marketing.

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Social Services Marketing*

* Pending for approval

Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
3. The University reserves the right to make changes to these courses without prior notice.



128 UNITS



Alumni Sharing



Stella Tang (Graduate of 2011)
Digital Marketing Manager

“The programme is well designed to prompt its students to become the most competitive in the field by providing them with not only solid theories but also practical tactics and experience.”



Jason Wong (Graduate of 2011)
Head of Performance at Omnicom Media Group

“Apart from practical skills, the experienced lecturers helped enhance my industry knowledge.”



Katie Leung (Graduate of 2017)

“Apart from learning, what has impressed me most about ICM is its spirit. The power of unity on the programme has given me the strength to overcome difficulties.”



Gary Lau (Graduate of 2016)

“I am really proud of being an ICM-er.”

Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Tuen Ma Line. With a gross floor area of 30,000m², the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory and child assessment centre are also set up to provide students with practical experiences in their areas of study.

Tuition Fee

Local: HKD85,140 per year; Non-local: HKD98,340 per year. Students are required to complete 66 units in two years at HKD2,580 per unit (local) / HKD2,980 per unit (non-local) (Total HKD170,280 for local / HKD196,680 for non-local).

The annual tuition fee is paid in two equal installments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first installment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfill the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,790 per unit.

Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at www.wfsfaa.gov.hk.

Admission Requirements

To be eligible for admission, a candidate should hold

- a relevant Associate Degree (AD) from any of the local/overseas recognised institutions; or
- a relevant Higher Diploma (HD) from any recognised institutions.
- Preference will be given to candidates with a score of 6 or above in the International English Language Testing System (IELTS).

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

Apply Online Now!



cie.hkbu.edu.hk/t/admissions-ug

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee for EACH applied programme will be charged at HKD450.



Enquiries

For enquiries concerning the application procedure, please contact Academic Registry Services Section.

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✉ spadmit@hkbu.edu.hk
🌐 cie.hkbu.edu.hk

🏠 Hong Kong Baptist University (Shek Mun Campus)
13/F, 8 On Muk Street, Shek Mun, Shatin, New Territories

For further information about the programme, please contact the programme team.

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