



Bachelor of Arts in Professional Communication 專業傳意文學士

Programme Code & Mode of Study	84033 (Full-time Mode)
Tuition Fee	HK\$2,000 per credit for 2011/12 academic year
Medium of Instruction	English (except the subjects in Chinese and Putonghua)
Programme Leader	Geeta BHAVNANI BA, MEd, PgCertEd

▶ Aims and Objectives

This programme is designed with a view to producing graduates with i) a high level of biliterate and trilingual proficiency, ii) a firm understanding of the theoretical disciplines underlying language studies, the integrated use of Chinese and English in professional contexts and integrated strategic communication, and iii) the ability to apply their knowledge and skills practically in a variety of professional contexts, including but not limited to editing and publishing, education, marketing or corporate communications, public relations, advertising, and the media.








▶ Career Opportunities

Graduates of this programme will be competent professional communicators of spoken and written English and Chinese who are able to use their biliterate and trilingual skills strategically to foster effective professional communication internally and externally in private organisations or the public sector, especially in multilingual and multicultural settings commonly found in Hong Kong. Graduates will embark on careers in language-related professional positions such as editors, writers, or specialists in sales and marketing, corporate communications, customer services, etc.




▶ Programme Structure

Students are required to complete 12 compulsory and 3 elective subjects. Each subject carries 3 credits.

Subject Nature	Subject Title
Compulsory (all 12 subjects)	Analysing English and Chinese Discourse in Business Contexts
	Chinese Writing for the Professionals
	Communication in Professional Contexts: Principles and Practice
	Communication Management
	Effective Professional Communication in English 
	English and Chinese in Contrast
	Integrated Strategic Communications
	Intermediate Putonghua for Business Communication 
	Introduction to Marketing and Public Relations
	Multiculturalism and Communication
	Project in Professional Communication
	Translation for the Workplace
Elective (any 3 subjects)	Advanced Putonghua for Professional Communication
	Business and Relationship Marketing 
	Chinese Writing for the Media
	Creative Online Public Relations and Internet Marketing 
	Effective Marketing and Public Relations Writing 
	English Writing for the Media
	Events and Exhibition Management 
	Global Marketing 
	Languages, Cultures and Communication
	Media and Society
	Publication Design
	Research Methods for Applied Language Study
	Research Methods for Communication
	Translation for the Media

Offering of any elective subjects is subject to sufficient enrolment.

 This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.



▶ Entry Requirements

Applicants should possess a Higher Diploma or an Associate Degree in related disciplines or equivalent with requisite proficiency in English and Chinese (including Putonghua)[^].

Holders of Higher Diploma or Associate Degree in other disciplines with requisite proficiency in English and Chinese (including Putonghua)[^] may also be considered. Those without sufficient knowledge in communication studies will be required to complete a bridging course entitled 'Introduction to Communication Studies' before programme commencement.



[^] Language requirements:

- Grade E or above in Use of English in HKALE (AS-level) OR grade B or above in any one English subject at the sub-degree level or equivalent; AND
- Grade E or above in Chinese Language and Culture in HKALE (AS-level) OR grade B or above in any one Chinese Language subject at the sub-degree level or equivalent; AND
- Grade B or above in any one Putonghua subject at the sub-degree level or equivalent.

Applicants without formal evidence of requisite language proficiency will be required to pass the relevant language test(s) offered by SPEED and demonstrate their ability to complete the programme to the Admission Interview Panel. Those who failed the test(s) will be required to complete the respective language course(s) before programme commencement if they are considered for admission.

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience in senior positions and have completed prior studies in related fields. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

- pass an admission test; and
- have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

* Mature applicants without sufficient knowledge in communication studies and formal evidence of requisite proficiency in English and Chinese (including Putonghua) will be required to complete the respective bridging / language course(s) before programme commencement if they are considered for admission. The bridging / language courses will commence in early July 2011. **Applicants who are required to take the bridging / language course(s) should submit their applications before the close of first round admission (i.e. 30 April 2011).** No bridging / language courses will be arranged for applicants after the first round of admission.

► Enquiries

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