

PolyU SPEED

School of Professional Education and Executive Development 专业进修学院 2026/27



For Sub-degree Graduates
and Working Adults
适合副学位毕业生及在职人士

Degree Awarded by PolyU 学位由理大颁授

Bachelor of Arts (Honours) in Language and Professional Communication (Digital Media)

语文及专业传意(荣誉)文学士(数码媒体)

Full-time and Part-time modes 全日制及兼读制模式

Programme Webpage
课程网页



Programme Features

课程特色

- Advancing students' knowledge on integrated strategic language and communication skills to overcome problems in diversified business contexts
提升学生对策略性语言和传意技巧的综合了解，以解决在多元化商业环境中的问题
- Applying digital media strategies to develop and maintain effective internal and external professional communication
应用数码媒体策略以发展和维持有效的内部和外部专业传意



Graduate Success Story 毕业生成功故事



Mia Xu
徐亦佳

2021 Graduate
2021 年毕业生

Admitted to Master of Fine Art in the
field of Creative Writing in English at
The University of Hong Kong
于香港大学修读英语创意写作硕士
课程

“ The learning experience at PolyU
SPEED was truly unforgettable. During
this time, I developed good habits
such as pre-class preparation, post-
class review, and daily vocabulary
memorization. I believe these habits
will greatly benefit me in pursuing
a master's degree and in my future
career development.

在 PolyU SPEED 的学习经历是非常难忘的。在这些日子里，我培养了课前预习、课后复习，以及每天背读单词的良好习惯，我相信这些习惯将对我在修读硕士课程，还是以后的职场发展都大有裨益。”

Career Prospects after Graduation

毕业后的就业前景

- Related Industries: Administration, Civil Service, Corporate Communication, Cultural Industry, Editing, Education, Marketing and Public Relations.
相关行业：行政、公共服务、企业传讯、文化产业、编辑、教育、市场营销及公共关系。
- Related Positions: Social Platform Administrator, Web Design Marketer, Editing (for traditional or digital texts), Civil Servant, Communications Officer, English/Chinese Editor, Executive Officer, Public Relation Executive, Project Manager, Researcher, and Teacher.
相关职位：社交平台营运管理员、网络设计市场营销、编辑(传统及数码媒体)、公务员、传讯主任、公关主任、英文/中文编辑、项目经理、研究员及教师。

Apply Now
立即报名



Scholarships and Studentships 奖学金和嘉许奖

All students of PolyU SPEED's articulation honours degree programmes admitted in 2026/27 may get "Outstanding Academic Performance Category" scholarships of up to a total of HK\$110,000*.

PolyU SPEED 荣誉学士学位衔接课程学生 (2026/27 学年) 有机会获颁杰出学业表现类别奖学金合共最高 HK\$110,000*。



Scholarship Details
奖学金详情

Degrees Awarded by PolyU Scholarships up to
學位由理大頒授 獎學金最高
HK\$110,000
擲骰擲得好，不如「擇」得好！
Choosing well is better than rolling the dice well!

*The scholarship amount is subject to change.
* 獎學金額或會調整。

Curriculum Structure 课程结构

Programme Requirements 课程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大学核心课程	9-18 credits 学分 ¹
Major Requirements 主修课程	51-54 credits 学分

1. It excludes the Language and Communication Requirements (LCR) of up to 9 credits, which are normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in Associate Degree/Higher Diploma programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement.

这并不包括学生一般不需要修读之语文及沟通课程 (最多 9 学分)。如学生未达到学士学位的语文及沟通课程水平 (根据学生在副学士 / 高级文凭课程所修读的相关科目及学业成绩决定)，需额外修读语文及沟通课程。

Major Requirements 主修课程

Examples of Subjects 科目例子

- Analysing English and Chinese Discourse in Business Contexts
- Digital Journalism and News Reporting
- Digital Storytelling: From Personal Narrative to Corporate Branding
- Integrated Strategic Communications
- Web Design for Marketers
- Writing for Marketing and Public Relations Purposes in English

For more information, please contact: 想了解更多，请联络：

Programme Leader 课程统筹

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Assistant Programme Leader 助理课程统筹

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
学院有权更新此课程单张内容及更改或撤销此单张所述课程或科目。

Entrance Requirements 入学资格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification.
持有认可副学士学位、高级文凭或同等学历。

Notes 备注：

- The main medium of instruction of the study programme concerned should be English. An applicant who has completed the programme with other languages as the main medium of instruction should attain the following English Language requirement: IELTS 6.0 or TOEFL 550 (paper based)/80 (Internet based).
有关课程的主要教学语言应该是英语。以其他语言作为主要教学语言的课程的申请人应达到以下英语语言要求：雅思 6.0 或托福 550 (paper-based) ; 80 (Internet-based)。
- An applicant who does not possess the above-mentioned qualification but has reached the age of 25 before 1 September, in the year in which he/she seeks admission, may apply as a mature applicant. He/she must demonstrate sufficient motivation, knowledge and potential to indicate a high probability of being able to complete the programme successfully. In addition, he/she may be required to take appropriate foundation subject(s).
不具备上述资格，但在申请入学年度的 9 月 1 日之前年满 25 岁的人士亦可提出申请。他 / 她必须展现足够的动机、知识和潜力，以显示出有很大机会能够成功修毕该课程。此外，他 / 她可能需要修读适当的基础课程。

Programme Duration and Study Mode 修读年期及模式

Full-time 全日制 2 years 年
Part-time 兼读制 3 years 年

Medium of Instruction 教学语言

English [except for subjects have to be taught in Chinese (Cantonese/Putonghua)]
英文 [须以中文 (广东话或普通话) 授课的科目除外]

Tuition Fee 学费

Full-time Programme 全日制课程

Local Students 本地学生
HK\$194,700 - HK\$243,375

Non-local Students 非本地学生
HK\$252,900 - HK\$316,125

Part-time Programme 兼读制课程

Local Students 本地学生
HK\$194,700 - HK\$243,375



Tuition Fee Details
学费详情