

PolyU SPEED

School of Professional Education and Executive Development 專業進修學院 2026/27



For Sub-degree Graduates
and Working Adults
適合副學位畢業生及在職人士

Degree Awarded by PolyU 學位由理大頒授

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

語文及專業傳意 (榮譽) 文學士 (數碼媒體)

Full-time and Part-time modes 全日制及兼讀制模式

Programme Webpage
課程網頁



Programme Features

課程特色

- Advancing students' knowledge on integrated strategic language and communication skills to overcome problems in diversified business contexts
提升學生對策略性語言和傳意技巧的綜合了解，以解決在多元化商業環境中的問題
- Applying digital media strategies to develop and maintain effective internal and external professional communication
應用數碼媒體策略以發展和維持有效的內部和外部專業傳意



Graduate Success Story 畢業生成功故事



Mia Xu
徐亦佳

2021 Graduate
2021 年畢業生

Admitted to Master of Fine Art in the
field of Creative Writing in English at
The University of Hong Kong
於香港大學修讀英語創意寫作碩士
課程

“ 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 的學習經歷是非常難
忘的。在這些日子裏，我培養了課前預
習、課後複習，以及每天背讀單詞的良
好習慣，我相信這些習慣將對我在修讀
碩士課程，還是以後的職場發展都大有
裨益。 ”

Career Prospects after Graduation

畢業後的就業前景

- Related Industries: Administration, Civil Service, Corporate Communication, Cultural Industry, Editing, Education, Marketing and Public Relations.
相關行業：行政、公共服務、企業傳訊、文化產業、編輯、教育、市場營銷及公共關係。
- 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.
相關職位：社交平台營運管理員、網絡設計市場營銷、編輯 (傳統及數碼媒體)、公務員、傳訊主任、公關主任、英文 / 中文編輯、項目經理、研究員及教師。

Apply Now
立即報名



Scholarships and Studentships 獎學金和嘉許獎

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 榮譽學士學位銜接課程學生 (2026/27 學年) 有機會獲頒傑出學業表現類別獎學金合共最高 HK\$110,000*。



Scholarship Details
獎學金詳情

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，不如選「擇」得好!
Choosing well is better than rolling the dice well!

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

Curriculum Structure 課程結構

Programme Requirements 課程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大學核心課程	9-18 credits 學分 ¹
Major Requirements 主修課程	51-54 credits 學分

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.
這不包括學生一般不需要修讀之語文及溝通課程 (最多 9 學分)。如學生未達到學士學位的語文及溝通課程水平 (根據學生在副學士 / 高級文憑課程所修讀的相關科目及學業成績決定)，需額外修讀語文及溝通課程。

Major Requirements 主修課程

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，請聯絡：

Programme Leader 課程統籌

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Enquiries 查詢

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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.
學院有權更新此課程單張內容及更改或撤銷此單張所述課程或科目。

Entrance Requirements 入學資格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification.
持有認可副學士學位、高級文憑或同等學歷。

Notes 備註：

- 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).
有關課程的主要教學語言應該是英語。以其他語言作為主要教學語言的課程的申請人應達到以下英語語言要求：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).
不具備上述資格，但在申請入學年度的 9 月 1 日之前年滿 25 歲的人士亦可提出申請。他 / 她必須展現足夠的動機、知識和潛力，以顯示出有很大機會能夠成功修畢該課程。此外，他 / 她可能需要修讀適當的基礎課程。

Programme Duration and Study Mode 修讀年期及模式

Full-time 全日制 2 years 年
Part-time 兼讀制 3 years 年

Medium of Instruction 教學語言

English [except for subjects have to be taught in Chinese (Cantonese/Putonghua)]
英文 [須以中文 (廣東話或普通話) 授課的科目除外]

Tuition Fee 學費

Full-time Programme 全日制課程

Local Students 本地學生
HK\$194,700 - HK\$243,375

Non-local Students 非本地學生
HK\$252,900 - HK\$316,125

Part-time Programme 兼讀制課程

Local Students 本地學生
HK\$194,700 - HK\$243,375



Tuition Fee Details
學費詳情