

# Postgraduate Diploma in Social Media and Communication



*College of Humanities and Law*

**Media and Communication**

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## **Postgraduate Diploma in Social Media and Communication**

**Application Code: 1550-MC006A**

**Programme/Course Code: MC006A**

### **Course Description**

This programme combines the specialties in social media and communication and provides an opportunity for the practitioners to acquire, polish and update their knowledge. They will have training in creativity, strategy, writing and production skills, to cope with the ever-changing challenges, more importantly, to obtain the career advancement.

The Postgraduate Diploma in Social Media and Communication programme aims to offer an interdisciplinary exploration of the contemporary development in the social media and digital communications in the context of societal, industrial and cultural development. The programme:

- examines the impact and application of social media in influencing the future of communication, advertising, public relations, entertainment and commerce;
- explores how digital technology has affected communication, artistic and business practices;
- focuses on developing the students' imaginative and analytical abilities as well as the communication and practical skills across diverse platforms and environments;
- challenges and encourages the students to extend and explore their professional practices and become innovative and resourceful leaders in the rapidly evolving media and communication industries.

### **AWARD**

Upon successful completion of the programme, students will be awarded “Postgraduate Diploma in Social Media and Communication” within HKU system through HKU SPACE.

## PROGRAMME STRUCTURE & DELIVERY

The Postgraduate Diploma in Social Media and Communication will be delivered in a part-time mode. It comprises 7 modules, which are:

1. Contemporary Studies in Media and Communication
2. Visual Communication
3. Advertising in New Media
4. Writing for Social Media and Strategic Communication
5. Integrated Digital Branding
6. Digital Storytelling
7. Social Media Campaign: Design and Measurement

. \*\* Course sequences are subject to change.

The whole programme takes a minimum of 12 months to complete.

## FEES

HK\$38,800 per programme (paid in two instalments, non-refundable and subject to change without prior notice. Administrative charges apply to course withdrawal.)





## Entry Requirements

Applicants shall:

- (a) (i) hold a bachelor's degree awarded by a recognized university; OR
- (ii) hold a professional qualification(s) in related industries; and five years of relevant work experience; OR

AND

- (b) have a good command of English. If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:
  - i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
  - ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
  - iii. HKALE Use of English at Grade E or above; or
  - iv. HKDSE Examination English Language at Level 3 or above; or
  - v. equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

## **Module Outline** *(for reference only)*

### **Contemporary Studies in Media and Communication**

This module explores the fundamental concepts and major theories within contemporary media and communication studies, which will provide the foundation for students to analyse the impacts of media and communication on society. It provides students with fundamental and essential knowledge in the disciplines with an aim to prepare students to become resourceful leaders in the rapidly evolving media and communication industries.

### **Visual Communication**

Visual components and structure, while shaping the overall style of a piece of work, have a great impact on audience reception. This module will provide an in-depth exploration of the basic visual components and visual structure; and how the visual structure relates to narrative and story structure. The photographic uses in the digital age and the relationship between image and imagination will also be examined.

### **Advertising in New Media**

With the advent in media and communication technologies, advertising is no longer limited in the traditional media platforms, but extended to new media platforms, such as Internet and mobile TV. This module, as a response to this emerging trend, will discuss the fundamental advertising principles and the role of advertising in new media. Creative strategies to formulate social media advertising and new media advertising campaign will also be the emphasis. It will discuss how to create an effective and attractive advertising campaign for the target markets and potential ethical issues with an aim to prepare students to become professionals in this field.

### **Writing for Social Media and Strategic Communication**

Effective writing with clear, precise and accurate style for specific audiences is extremely important in communication. The module “Writing for Social Media and Strategic Communication” explores the various aspects of writing with skills and styles. To cope with the new digital era, the module will also discuss the difference between writing for traditional media and new media.

## Integrated Digital Branding

This module focuses on the knowledge and perspectives for brand building and reputation management, especially in today's fast changing business environment. How a brand is positioned in the market plays a vital role to the success of a company. Emphasis is placed on the positioning of a brand, management of the brand life-cycle as well as the management of the brand portfolio. Students will learn to examine the interdisciplinary approach of branding in the digital age across different platforms, and to manage a brand from a corporate perspective.

## Digital Storytelling

Digital Storytelling is a media production process that enables people to tell a story or to present an idea. The module covers storytelling techniques in digital format including but not limited to screenwriting, basic cinematography and lighting, audio recording and sweetening. By acquiring the knowledge and skills, students will be able to express their vision aesthetically for different media platforms.

## Social Media Campaign: Design and Measurement

The module is the final module of the entire programme, in which students are given a chance to create sophisticated social media campaigns in the business context by applying the skills and knowledge learnt from the programme. Integrating both theoretical and practical knowledge is the focal point of this module and students will explore different stages of building a social media campaign under the guidance of the instructor.



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<b>Day(s)/Time:</b>	Saturdays, and/or Sundays  2:00 pm – 5:00 pm and/or 6:00-9:00 pm  (**Class(es) might also be scheduled on  weekday evening in some special occasions.)
<b>Venue:</b>	Hong Kong Island side Learning Centre
<b>Course Fee:</b>	\$38,800 (*Course fees are non-refundable and subject to change  without prior notice. Admin charge applies to course withdrawal.)
<b>Application Fee:</b>	\$150 (non-refundable)
<b>Duration:</b>	around 12 months, part-time
<b>Application Deadline:</b>	September 2017
<b>Commencement Date:</b>	October 2017

# APPLICATION PROCEDURES

1. Complete the application form (SF26) and submit the form with the following documents:

- Copies of academic certificates;
- A 500-word letter outlining the applicant's education, training and working experience, and saying how he/she would benefit from the programme;
- Resume;
- A crossed cheque for HK\$150 made payable to "HKU SPACE" (non-refundable).

2. The complete set of application forms with all relevant supporting documents may be:

- 1) submitted in person, or
- 2) by post to the Media and Communication programme team at 11/F, Fortress Tower, 250, King's Road, North Point, HK or
- 3) submit through one of our enrolment counters in person:

\* Our Learning centre staff are able to certify photocopies of the supporting documents.

**(i) HKU SPACE Admiralty Learning Centre**

3/F, Admiralty Centre,  
18 Harcourt Road, Hong Kong

(Exit A, Admiralty MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3761 1111 Fax: 2559 4666

**(ii) HKU SPACE HKU Campus**

3/F, T.T. Tsui Bldg,  
The University of Hong Kong,

Pokfulam Road, Hong Kong

Weekdays: 8:30 am to 6:00 p.m

Saturdays: closed

Telephone: 2975 5680 Fax: 2546 3538

**(iii) HKU SPACE Fortress Tower Learning Centre**

14/F., Fortress Tower, 250 King's Road,  
North Point, Hong Kong

(Exit B, Fortress Hill MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: closed

Telephone: 3762 0888 Fax: 2508 9349

**(iv) HKU SPACE Island East Campus**

2/F, 494 King's Road, North Point Hong Kong

(Exit B3, North Point MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 0000 Fax: 2214 9493

**(v) HKU SPACE Kowloon West Campus**

38-46, Nassau Street, Mei Foo Sun Chuen

(Phase 6),

Kowloon (Exit B, Mei Foo MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 4000 Fax: 2302 1609

**(vi) HKU SPACE Kowloon East Campus**

1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon

(Exit B, Kowloon Bay MTR Station)

Weekdays: 8:30 am to 7:30 pm

Saturdays: 8:30 am to 5:30 pm

Telephone: 3762 2222 Fax: 2305 5070

## PROGRAMME ENQUIRIES

Tel: 3762 0868

Fax: 2508 6403

Email: [media\\_comm@hkuspace.hku.hk](mailto:media_comm@hkuspace.hku.hk)

HKU SPACE Web: <http://www.hkuspace.hku.hk>

Media and Communication Programmes: <https://hkuspace.hku.hk/collection/media-and-communication>