MSSc in Corporate Communication Programme (Full-Time and Part-Time)

Study Scheme
Applicable to Students Admitted in 2025-2026

1. Coursework Requirement

Students are required to complete a minimum of 24 units of courses for graduation.

Required Courses — 12 units

COMM5470	Public Relations Campaigns and Cases
COMM5520*	Applied Communication Research
COMM5550	Corporate Communication
COMM5599	Conflict and Issue Management

Elective Courses[#] — 12 units

COMM5110	Topical Studies in Communication I
COMM5111	Topical Studies in Communication II
COMM5460	Public Relations Writing
COMM5480	Investor Relations
COMM5510	Media Management
COMM5530	Crisis Management
COMM5561	Topical Studies in Corporate Communication I
COMM5562	Topical Studies in Corporate Communication II
COMM5563	Topical Studies in Corporate Communication III
COMM5564	Topical Studies in Corporate Communication IV
COMM5565	Topical Studies in Corporate Communication V
COMM5570	Contextual Mood Management
COMM5580	Strategic Public Relations in Greater China
COMM5590	Communication in Intercultural Settings
COMM5650	Journalism Theory and Analysis
COMM5723	Public Relations and Globalization
COMM5838	Mastering Digital Media Content
COMM5841	Topical Studies in Advertising I
COMM5842	Topical Studies in Advertising II
COMM5846	Branding in China
COMM5942	New Communication Technologies: Trends and Impacts
COMM6120	Topical Studies in Communication III
COMM6121	Topical Studies in Communication IV
COMM6420	Strategies for Integrated Communication Campaigns
COMM6839	Consumer Behaviour and Audience Analysis
COMM6858	Brand Strategy and Integrated Marketing Communication

The above elective course list is subject to changes by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

* Students who have taken research method course(s) in Social Science or related disciplines may apply for course exemption from the Division Head. The grade(s) obtained in the course(s) must be B or above. Supporting materials need to be provided by the student, including the official transcript with proof of grade(s) and the course syllabi of the course(s) taken.

[#] Some elective courses are offered in the daytime on weekdays.

2. Remarks

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other COMM courses at 5000 level or above for graduation.

企業傳播社會科學碩士課程 (全日制與兼讀制)

修讀辦法
二〇二五至二〇二六年度入學學生適用

一・ 課程要求

學生須至少修畢 24 學分方可畢業。

必修科目 — 12 學分

COMM5470	公共關係策略與案例
COMM5520*	應用傳播研究
COMM5550	企業傳播
COMM5599	衝突與議題管理

選修科目# — 12 學分

COMM5110	傳播研究專題 (一)
COMM5111	傳播研究專題 (二)
COMM5460	公共關係寫作
COMM5480	投資者關係
COMM5510	媒介管理
COMM5530	危機管理
COMM5561	企業傳播專題研究 (一)
COMM5562	企業傳播專題研究 (二)
COMM5563	企業傳播專題研究 (三)
COMM5564	企業傳播專題研究 (四)
COMM5565	企業傳播專題研究 (五)
COMM5570	場景情緒管理
COMM5580	大中華區公共關係策略
COMM5590	跨文化傳播
COMM5650	新聞理論與分析
COMM5723	公共關係與全球化
COMM5838	數碼媒體內容創建深造課
COMM5841	廣告專題研究 (一)
COMM5842	廣告專題研究 (二)
COMM5942	新傳播科技：趨勢與影響
COMM5846	中國市場品牌策略管理
COMM6120	傳播研究專題 (三)
COMM6121	傳播研究專題 (四)
COMM6420	整合傳播策略研究
COMM6839	消費行為與受眾分析
COMM6858	品牌策略與整合行銷傳播

上述選修科目可能有所變更，惟原則上學生須選修與其事業目標密切相關的科目。

共 24 學分

* 學生曾修讀社會科學或相關學科研究方法課程，且相關科目獲得的成績達 B 級或以上，可向學部主任申請科目豁免。學生須於申請時提交證明文件，包括正式成績單及所修相關科目的課程大綱。

\# 部份選修科目會在日間授課。

二・ 備註

如獲學部主任批准，學生可選讀本學部 COMM5000 或以上程度科目作為選修科目。