



Associate of Arts in Media, Cultural and Creative Studies

文學副學士
(媒體、文化及創意)

Advertising and Communications
廣告及傳意

Creative Media and Industries
創意媒體及產業

Media and Cultural Studies
媒體及文化研究

Music
音樂

“ Look deeply at community through
Culture, Media, Arts and Creativity ”





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Media, Cultural and Creative Studies (AAMCCS)

媒體、文化及創意

Media, Cultural and Creative Studies are for those inquisitive about culture and community, with desire to engage critically with media, and take part in creative and cultural industries. The programme's courses integrate humanities & arts with the social sciences and provide you with flexible pathways to university training in humanities & arts, social sciences, and education. Come build your knowledge and experience with us through studying relevant, timely and exciting subjects in "Advertising and Communications," "Creative Media and Industries," and "Media and Cultural Studies."

Why choose AAMCCS?



1

High recognition!

The first AD to offer media and cultural studies since 2000, and we are one of the most recognised programmes in Hong Kong!

2

Track record proves! High progression rate to local degree studies!

Exceptionally high rates of entrance to UGC-funded university programmes, particularly in the fields of Arts, Humanities, Media, Culture, Communications, Languages, Education and Advertising.

2021 Overall
Progression Rate: **81%**

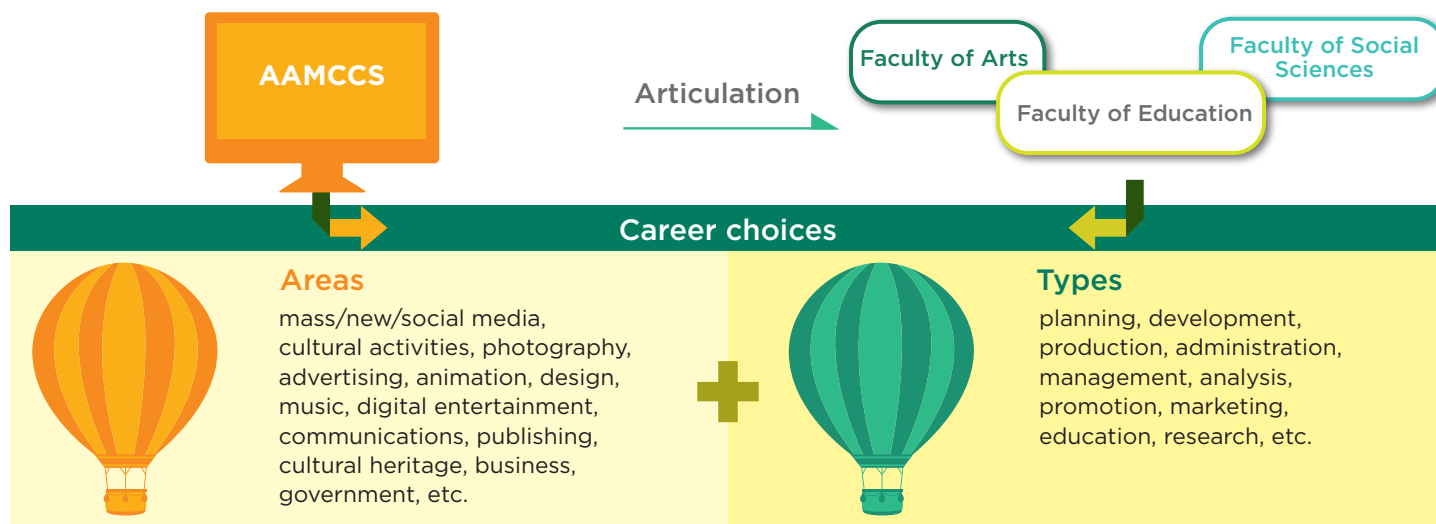


3

Wide range of articulation choices! Our graduates articulated to:

HKU	CUHK	HKBU	CityU
Arts Comparative Literature, English, Chinese, Hong Kong Studies, Global Creative Industries, Philosophy, Fine Arts, Music Education Language Education Double Degree Journalism Social Sciences Psychology, Sociology, Social Data Science Science Molecular Biology and Biotechnology Nursing , etc.	Arts Cultural Studies, Cultural Management, Anthropology, English, Chinese Language & Literature, Philosophy, Religious Studies, History, Music Social Science Sociology, Global Studies, Journalism & Communication, Gender Studies Education , etc.	Arts Humanities, History, Geography, English Language & Literature, Translation, Creative Writing for Film Television & New Media, Creative & Professional Writing, Religious Studies, Music Social Sciences Communication, Public Relations and Advertising, Integrated Communication Management, Social Policy, China Studies – Economic, International Journalism, Public Relations and Advertising, Film and Television Education , etc.	Arts Media & Communication, Creative Media, Digital Television & Broadcasting, English Studies, English Studies, English for the Professions, Language Studies, Integrated Strategic Communication, Culture & Heritage Management Social Sciences Asian & International Studies, Criminology, Environmental Policy, Public Policy Management & Politics, Applied Sociology Creative Media
LingnanU	PolyU	EdU	Shue Yan
Arts Cultural Studies, Philosophy, etc.	Arts Advertising Design, Communication Design, English Studies for the Professions, Language & Culture, Bilingual Interdisciplinary Chinese Studies, Scheme in Design, Scheme in Fashion & Textiles, Social Design Science Nursing	Arts Creative Arts and Culture [Visual Arts, Music], Liberal Studies, Early Childhood Education, Language Studies, Chinese Language, Human & Organizational Development Social Science Education Greater China Studies Music Education	Metropolitan U HKAPA Hang Seng

AA in Media, Cultural and Creative Studies made simple



Students' Sharing

Articulation to disciplines related to cultural, media and creative studies



Gary Cheung

(AAMCCS, 2019-2021)

Offers Received in 2021:

- HKU Bachelor of Journalism Year 1
- CityU Bachelor of Arts in Media and Communication Year 3
- HKBU Bachelor of Communication (Chinese Journalism) Year 3

There are only three crucial elements to my academic success: be self-disciplined, be curious about the courses, and be ambitious to the goals. Since tertiary education emphasizes self-learning, self-discipline has become the key for me to acquire satisfactory academic results. Sometimes, I was exhausted and lost in the sea of knowledge. Only by always bearing in mind the goal of returning to the university can I position myself and swim towards it.



Natalie Po

(AAMCCS, 2019-2021)

Offers Received in 2021:

- CUHK Bachelor of Arts in Cultural Studies Year 3
- HKBU Bachelor of Arts in Humanities Year 3
- LU Bachelor of Arts in Cultural Studies Year 3

Courses of the AAMCCS programme introduce me to the world of cultural studies. They also offer an opportunity for me to explore contemporary society from a whole new perspective. Besides, lecturers are very kind and supportive. After studying at HKU SPACE CC for two years, I am equipped to pursue further study in the cultural studies field.



Yanson Wong

(AAMCCS, 2019-2021)

Offers Received in 2021:

- HKU Bachelor of Arts in Global Creative Industries Year 3
- CityU Bachelor of Arts in Creative Media Year 3

This programme had indeed inspired me to explore different cultural aspects such as film, creative industries, advertising, and local and daily life's culture. I get to know the knowledge about how media affect and profit in divergent creative groups, along with the function and history of those cultural categories. It lets me know culture is colossal, which brings many consequences to humans and like writing a perfect music score to assemble people.



Kiki Leung

(AAMCCS, 2019-2021)

Offers Received in 2021:

- CityU Bachelor of Arts in Creative Media Year 3
- CityU Bachelor of Arts in Media & Communication Year 3
- PolyU Bachelor of Arts in Social Design Year 1

AAMCCS的課程涉及了不同領域，開拓了我對大眾媒體及文化的視野，令我更清楚自己未來想發展的方向。而副學士課程的學習模式與中學不同，考驗學生的實踐及自我研習能力，為日後升讀大學打好基礎。學院以及講師也盡力提供協助，遇到困難及問題，只要主動發問，就能得到很多友善和專業的資訊及意見。最後亦十分感謝在這裡共同奮鬥的朋友，因為互相的鼓勵與加油打氣，才能得到這兩年美好的校園生活。



Chan Yu Kit

(AAMCCS, 2019-2021)

Offers Received in 2021:

- CUHK Bachelor of Arts in Cultural Studies Year 1
- HKBU Bachelor of Communication (Public Relations & Advertising) Year 3

每次我對知識概念，或者文化現象產生好奇的時候，就會跟同學和講師交流。這個過程令我可以從不同角度出發，訓練批判思考，文化研究最重要不是書本上的知識，而是訓練獨立而全面的思想。條條大路通羅馬，機會要自己爭取，師弟師妹加油！



Ada Siu

(AAMCCS, 2019-2021)

Offers Received in 2021:

- CUHK Bachelor of Social Science in Journalism & Communication Year 3
- CityU Bachelor of Arts in Media & Communication Year 3
- CityU Bachelor of Arts in Digital Television & Broadcasting Year 3
- HKBU Bachelor of Communication (Public Relations & Advertising) Year 3
- PolyU Bachelor of Arts in Advertising Design Year 3

AAMCCS不但令我以更多角度認識社會文化和媒體運作，更提供讓我實踐創作的機會，包括廣告設計、雜誌製作等，這些機會都令我更清楚自己的潛能和發展路向。懇切良好的師資亦是此科的優勝之處，他們的鼓勵和教導大大幫助我們在升學和學業路上奮鬥前進。

Programme Structure

Specialism	Year 1 <ul style="list-style-type: none"> Understanding Culture and Everyday Life The Journey of Self-Discovery 		<ul style="list-style-type: none"> Introduction to Media and Communications
	Year 2		
	Choose a major + language and core curriculum		
	<p>Common across all themes</p> <ul style="list-style-type: none"> Researching Culture and Media Visual Culture <p>Advertising and Communications</p> <ul style="list-style-type: none"> Advertising: Principles and Practice Media Publishing Industry and Production Writing and Editing for Chinese Media <p>Media and Cultural Studies</p> <ul style="list-style-type: none"> Gender and Society Questioning Cultural Identity Media, Society and Consumer Culture <p>Creative Media and Industries</p> <ul style="list-style-type: none"> Cultural Spaces: Examining and Enabling People and Place Creativity and Creative Industries Introduction to Film Studies 		
Generic Skills & Core Curriculum	<ul style="list-style-type: none"> Advanced Chinese Language English for Academic Purposes I & II English for Arts and Humanities Information Technology Fundamentals Introduction to Academic English Elementary Statistics Critical Analysis and Reasoning in Discipline-based Studies 		
Year 1 & Year 2	<p>Music Theme (<i>applicants who wish to apply for this theme should submit a separate application</i>)</p> <ul style="list-style-type: none"> Fundamentals of Tonal Music I & II Music in Western History (Baroque through Late Romantic Periods) Introduction to Musics of the World 		

- The Specialism Electives courses do not apply to Music Theme. Please refer to the College Website (<http://hkuspace.hku.hk/cc>) for details.
- Courses offered in each semester are subject to student enrolment and resources available.



Selected module(s) of the programme have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purpose. Details can be found in <http://www.wfsfaa.gov.hk/cef>



We are AAMCCSers!

Advertising and Communications

Application Code **AD 109**

Programme Aims & Features

- Focus of studies: Advertising, media studies, communications
- Acquire fundamental skills and knowledge of how advertising and media interact, with emphasis on the practical nature of the media industry and communication strategies
- To learn from practitioners in the local industries at experience sharing sessions of selected courses

Career Prospects

Practical training and more choices: advertising, marketing, art management, public relations, media management, creative industries, publishing in both the public and private sectors.



Industry Sharing on “The Power of Film Production”

Media and Cultural Studies

Application Code **AD 109**

Programme Aims & Features

- Focus of studies: Media studies, cultural studies, gender studies
- To offer you inter-disciplinary knowledge of how media and culture interact and the methods used to examine them
- Covers university hot topics, such as the production and consumption of media and cultural products, popular culture, consumer culture, cultural identities, gender theories, social media, globalisation, etc.

Career Prospects

This inter-disciplinary major prepares you for a wide array of careers, such as marketing research, management and public relations in both the public and business sectors; a significant number of graduates have chosen to pursue careers in advertising, journalism, marketing, publishing, and media management.



Guest Lecture on “Cultural Identity in the Contemporary UK”

Creative Media and Industries

Application Code **AD 109**

Programme Aims & Features

- Focus of studies: Creative studies, creative media, cultural industries
- An inter-disciplinary major that evaluates current issues and trends in creative media and industries, and equips you with practical knowledge for both university education and the job market
- To nurture your critical capacity, creative thinking and cultural sensitivity, all being key factors to succeed in the knowledge-based economy

Career Prospects

The arts and creative industry are booming and you have diverse choices in cultural management (cultural practitioners/mediators of festivals, mega-events, community events & facilities, cultural heritage, etc.), creative industries, art and media administration, public relations and marketing, etc.



Visit to the Hong Kong News-Expo

Music



aamccs-music@hkuspace.hku.hk

Application Code **AD 110**

Programme Aims & Features

- To build up your fundamental knowledge of music to prepare you for further studies in music or to pursue a music-related career
- Covers basic theory and practices ranging from western classical music to Chinese music and world music
- Content of the courses follows closely those offered in the first year of the music programme of local universities, in particular, HKU; successful graduates can apply for admission to the bachelor's degree programmes in music at HKU, CUHK, HKBU and EdUHK

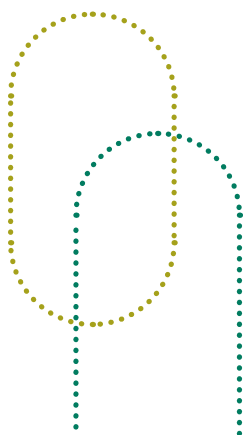
Career Prospects

There are a growing number of job opportunities in the creative industries, e.g., reporters and programme presenters with musical knowledge, and support staff in arts administration offices and performing arts companies. Students with practical strengths can serve as composers and arrangers for the pop music, TV and film industries, and so on.

Special Entrance Requirement

In addition to the minimum entry requirements, applicants are also required to have obtained the certificate of the Associated Board of the Royal Schools of Music (ABRSM) music theory with Grade 5 or above, or equivalent.

Applicants who wish to apply for this theme should submit a separate application.



Entrance Requirements

Hong Kong Diploma of Secondary Education Examination (HKDSE)

- Level 2 or above in 5 subjects* (including English Language and Chinese Language#);

OR

Other Qualifications

- Diploma in Foundation Studies; or
- Diploma Yi Jin; or
- Equivalent qualifications (e.g. HKALE, GCE A-level, International A-level, IB Diploma, SAT) will be considered by the College.

Applicants who do not possess the above academic qualifications but are aged 21 or above with relevant working experience will be considered on individual merit.

- * Applicants are allowed to use not more than two Applied Learning (ApL) subjects in the application. The recognition of the ApL subjects is as follows:
- "Attained with Distinction (II)" is deemed equivalent to Level 4 or above in the HKDSE Examination;
 - "Attained with Distinction (I)" is deemed equivalent to Level 3 in the HKDSE Examination; and
 - "Attained" is deemed equivalent to Level 2 in the HKDSE Examination.


ApL Chinese (for non-Chinese speaking students) would be accepted as an alternative Chinese Language qualification.

Tuition Fee

The tuition fee for newly admitted students in the academic year 2022-23: HK\$59,000

Fees will be paid annually in two equal instalments and are subject to annual revision.

Financial Assistance

- Government's Grants and Loans
 - (a) Financial Assistance Scheme for Post-secondary Students
 - (b) Non-means-tested Loan Scheme for Post-secondary Students
- Continuing Education Fund 

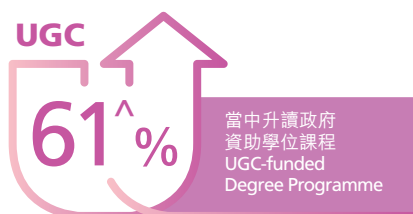
Scholarships for New Students

The value of each scholarship is up to **HK\$15,000**. Please refer to the College website for details.

How to Apply

Applicants can submit the application via the College website <https://apply.hkustspace.hku.hk/ccadm/onlineform.php>

Progression Paths



The articulation rate to UGC-funded degree programmes is based on the number of graduates and students who progressed to full-time degree studies.

LOCAL 教資會資助大學 UGC-funded Universities

Some of our graduates/students are admitted to UGC-funded degree programmes every year. The list below shows the programmes that our graduates/students of recent years have articulated to*:

The University of Hong Kong
BA / BA Conservation / BA Chinese
BA Comparative Literature / BA English
BA Fine Arts / BA Music
BA Global Creative Industries
BA and BEd Language Education - English (Double Degree)
BA and BSocSc Social Data Science
BA Hong Kong Studies / BA Philosophy
BJour/ BNurs
BSc Information Management
BSocSc / BSocSc Sociology
The Chinese University of Hong Kong
BA Anthropology / BA English / BA History
BA Chinese Language and Literature
BA Contemporary China Studies
BA Cultural Management / BA Cultural Studies
BA Fine Arts / BA Music
BSocSc / BSocSc Gender Studies
BSocSc Global Studies
BSocSc Journalism & Communication
BSocSc Psychology / BSocSc Sociology
City University of Hong Kong
BA Chinese & History
BA Creative Media / BA Digital TV & Broadcasting
BA Culture & Heritage Management
BA English / BA English for the Professions
BA Language Studies / BA Linguistics & Language Applications
BA Media & Communication
BA Translation & Interpretation
BAS New Media / BBA Management / BSc Creative Media
BSocSc Applied Sociology / BSocSc Criminology
BSocSc Asian & International Studies
BSocSc Environmental Policy
BSocSc Public Policy & Politics
Hong Kong Baptist University
BA (Hons) / BA (Hons) English Language & Literature / BA (Hons) History / BA (Hons) Humanities / BA (Hons) Translation
BA (Hons) Creative & Professional Writing / BA (Hons) Creative Writing for Film TV & New Media
BA (Hons) Music / BA (Hons) Visual Arts
BA (Hons) Religion, Philosophy & Ethics
BA (Hons) English Language & Literature and BEd (Hons) English Language Teaching (Double Degree)
BComm (Hons) Film Major (Animation & Media Arts) / (Film & Television)
BComm (Hons) Public Relations & Advertising
BSocSc (Hons) China Studies - Economics / BSocSc (Hons) Geography
BSocSc (Hons) Integrated Communication Management
BSocSc (Hons) Social Policy / BSW (Hons)

The Hong Kong Polytechnic University
BA (Hons) Advertising Design / BA (Hons) Social Design / BA (Hons) Communication Design
BA (Hons) Bilingual Interdisciplinary Chinese Studies / BA (Hons) Eng Studies for the Professions / BA (Hons) Language & Culture
BA (Hons) Scheme in Fashion & Textiles Scheme in Design
BBA (Hons) Marketing
BComm (Hons) Public Relations & Advertising Major (Advertising and Branding)
BEEng (Hons) Product Engineering with Marketing
Broad Discipline of Computing
BSc (Hons) Nursing
The Education University of Hong Kong
BA (Hons) Creative Arts & Culture (Music) / (Visual Arts)
BA (Hons) Early Childhood Education
BA (Hons) Human & Organizational Development
BA (Hons) Language Studies (Chinese Major) / BA (Hons) Liberal Studies
BA (Hons) Creative Arts & Culture & BEd (Hons) Visual Arts (co-terminal double degree) / BA (Hons) Creative Arts & Culture & BEd (Hons) Music (co-terminal double degree)
BSocSc (Hons) Global & Hong Kong Studies / BSocSc (Hons) Greater China Studies
BSocSc (Hons) Policy Science & Management / BSocSc (Hons) Psychology
BEEd (Hons) Chinese Language / BEEd (Hons) (Secondary) English Language / BEEd (Hons) Music
Lingnan University
BA (Hons) / BA (Hons) Philosophy
BA (Hons) Cultural Studies / BA (Hons) Visual Studies
BSocSc (Hons) Business Psychology
BSocSc (Hons) Psychology with Counselling Psychology Concentration



NCR

- University of the Arts London
- Edinburgh Napier University
- University of the West of England, Bristol
- University of Hull

* Applicants who wish to apply for music theme should submit a separate application.

* The above list is not exhaustive and only shows some of the examples.

^ Excluding Music theme.

NCR

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

根據《非本地高等及專業教育（規管）條例》，這些課程屬獲豁免課程。個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

Please refer to the College website for information.

請瀏覽學院網頁以獲取更多資訊。

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香港大學專業進修學院乃非牟利擔保有限公司。