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.

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  - "Attained with Distinction (I)" is deemed equivalent to Level 4 or above in the HKDSE Examination;
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  - "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 2018-19: HK$ 15,000
Tuition 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
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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
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Associate of Arts in Media, Cultural and Creative Studies
文學副學士
(媒體、文化及創意)

Advertising and Communications
廣告及傳媒
Creative Media and Cultural Industries
創意媒體及文化產業
Media and Cultural Studies
媒體及文化研究
Music
音樂

“創新文化、社區、媒體
Look deeply at community through Culture, Media, Arts and Creativity”

HKUSPACE is a non-profit making University company limited by guarantee.

Looking deeper into Culture, Media, Arts and Creativity
Look deeply at community through Culture, Media, Arts and Creativity

Associate of Arts in Media, Cultural and Creative Studies

Advertising and Communications
Advertising and Communications
Creative Media and Cultural Industries
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Media and Cultural Studies
Media and Cultural Studies
Music
Music

Associate of Arts in Media, Cultural and Creative Studies

Advertising and Communications
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Creative Media and Cultural Industries
Creative Media and Cultural Industries
Media and Cultural Studies
Media and Cultural Studies
Music
Music
Media, Cultural and Creative Studies (AAMCCS)

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 Cultural Industries,” and “Media and Cultural Studies.”

假如你喜歡探討文化和社群議題，對媒體具創新及批判精神，更渴望投身文化及創意產業，「媒體、文化及創意課程」就是你的不二之選。我們的課程融合了人文學科和社會科學，為你打開銜接各文學院、社會科學院和教育學院課程的大門。三個領域而切合你升學需要的專修課程：「廣告及傳意」、「創意媒體及文化產業」、「媒體及文化研究」，將鞏固知識基礎，也為你的不二之選。

Why choose AAMCCS?

當然之選！

High recognition! 高認受性！

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

我們在2000年已開辦全港首個媒體及文化研究副學士課程。我們的課程讓你升學有眾多選擇：可銜接大學文學院、社會科學院、教育學院！我們的畢業同學升學表現一直出色，尤其中文、媒體、文化、傳意、語言、教育和廣告等相關的課程。

Track record proves! 銜接升學選擇多！

AA in Media, Cultural and Creative Studies made simple 媒體、文化及創意 懶人包

Career choices 就業選擇

Types

Planning, development, production, administration, management, analysis, promotion, marketing, education, research, etc.
Media, Cultural and Creative Studies (AAMCCS)

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. Build your knowledge and experience with us through studying relevant, timely and exciting subjects in “Advertising and Communications,” “Creative Media and Cultural Industries,” and “Media and Cultural Studies.”

If you are curious about culture and community, if you want to engage critically with media, and take part in creative and cultural industries, Media and Cultural and Creative Studies are for you.

【識揀系列】
讀自己日常喜歡的
流行媒體文化,
貼身又接地氣！

Why choose AAMCCS?
當然之選！

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我們在2000年已經開辦全港首個媒體及文化研究副學士課程，至今在大學和業界均具認受性。

Track record proves! High progression rate to local degree studies! 本地升學率高！成績有目共睹！
Exceptionally high rates of entrance to UGC-funded university programmes, particularly in the fields of Arts, Humanities, Media, Culture, Communications, Languages, Education and Advertising.
我們的申請同學升學表現一直出色，尤其於人文、媒體、文化、傳意、語言、教育和廣告等相關的課程。

AA in Media, Cultural and Creative Studies made simple 媒體、文化及創意懶人包

Career choices 就業選擇

Types

Areas

Planning, development, production, administration, management, analysis, promotion, marketing, education, research, etc.
what you usually see every day will never be the same after studying here. Practices. I am pretty sure you will see the world in a completely different perspective, and ideological. What I learned here is the way to uncover hidden meanings behind these life. Our daily practices have their own origin, and everything that seems normal is actually HKU SPACE CC has been a great place for me to obtain knowledge about our everyday

Students’ Progression

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tee Lok Sang</td>
<td>Wong Yi Hang</td>
</tr>
<tr>
<td>(Media and Cultural Studies Theme, 2015-2016)</td>
<td>(Culture and Creative Industries Theme, 2016)</td>
</tr>
<tr>
<td>2016</td>
<td>Culture and Creative Industries Theme, 2016</td>
</tr>
<tr>
<td>Other offers received</td>
<td>Other offers received</td>
</tr>
<tr>
<td>HKU BA in Cultural Studies (Year 1)</td>
<td>BA Social Policy and Administration (Year 3)</td>
</tr>
<tr>
<td>Other offers received</td>
<td>Other offers received</td>
</tr>
<tr>
<td>BA in Social Policy and Administration (Year 3)</td>
<td>BA in Media and Communication (Year 3)</td>
</tr>
<tr>
<td>Joanna Yip</td>
<td>Tina Yang</td>
</tr>
<tr>
<td>(Media and Cultural Studies Theme, 2014-2016)</td>
<td>(Media and Cultural Studies Theme, 2014-2016)</td>
</tr>
<tr>
<td>2016</td>
<td>HKU BScSc in Communication (International Journalism) (Year 3)</td>
</tr>
<tr>
<td>Other offers received</td>
<td>Other offers received</td>
</tr>
<tr>
<td>HKU BA in Anthropology (Year 3)</td>
<td>BA in Communication and Media Studies (Year 3)</td>
</tr>
</tbody>
</table>

Programme Structure

**Year 1**

**Year 2**

6 generic and experiential courses in the following 5 areas to brush up your basic skills 5類助你銜接大學

- English Language
- Chinese Language
- Critical Analysis and Reasoning in Disciplinary-based Studies
- Quantitative Analysis & Data Analysis

Common Core Courses

- Researching Culture and Media
- Introduction to New Media
- Cultural Media and Cultural Industries
- Cultural Spaces: Examining and Enabling People and Place
- Creativity and Creative Industries
- Introduction to Film Studies
- Writing and Editing for Chinese Media

Choose a major + language and core curriculum

- Gender and Society
- Questioning Cultural Identity
- Media, Society and Consumer Culture

Electives

- Fundamentals of Journalism
- About “Me” and “Not Me” : Creating Life Histories
- News Writing and Translation
- The Basics of Sociology
- Introdução to Comparative Literature

Music Theme

- Introduction to Chinese Music
- Understanding Culture and Everyday Life
- Creativity and Creative Industries

The Specialism Electives courses do not apply to Music Theme. Please refer to the College Website (http://kuspace.hku.hk/ce/). 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.aamccs.org.hk/ef

Courses offered in each semester are subject to student enrolment and resources available.

We are AAMCCSers!
ideological. What I learned here is the way to uncover hidden meanings behind these
life. Our daily practices have their own origin, and everything that seems normal is actually
HKU SPACE CC has been a great place for me to obtain knowledge about our everyday

Students’ Progression

Teo Lok Sang
(Media and Cultural Studies Theme, 2015-2016)
2016: CUHK BA in Cultural Studies (Year 3)
Other offers received
• HKU Bachelor of Social Sciences (Year 3)
• CityU BA in Media and Communication (Year 3)
• PolyU BA in Social Policy and Administration (Year 3)

Wong Yi Hang
(Culture and Creative Industries Theme, 2016)
Other offers received
• CUHK BA in Cultural Management (Year 3)
• CityU BA in Arts and Social Sciences

Marco Ha
(YEAR 1 student in 2016)
2016: CUHK BA in Cultural Studies (Year 1)
Other offers received

Angela Cheung
(International Journalism and Media Theme, 2016-2018)
2016: CUHK BScSc in Communication (International Journalism) (Year 2)
Other offers received

Joanna Yip
(International Journalism and Media Theme, 2016-2018)
2016: CUHK BScSc in Communication (International Journalism) (Year 2)
Other offers received

Tina Yang
(International Journalism and Media Theme, 2016-2018)
2016: CUHK BA in Comparative Literature (Year 2)
Other offers received

Alex Lai
(Advertising and Creative Media Theme, 2016-2018)
2016: CUHK BA in Digital Television and Broadcasting (Year 3)
Other offers received

Chow Ka Yi Clacey
(Media and Cultural Studies Theme, 2015-2016)
2015: CUHK BA in Cultural Studies (Year 2)
Other offers received

Chiu Pui Yee Kelly
(Media and Cultural Studies Theme, 2013-2015)
2015: CUHK BA in Philosophy (Year 3)
Other offers received

Kong Chui Shan
(Advertising and Creative Media Theme, 2015-2015)
2015: CUHK BA in Digital Television and Broadcasting (Year 3)
Other offers received

Evanna Ling
(Media and Cultural Studies Theme, 2016-2017)
2016: CUHK BA in Global Creative Industries (Year 3)
Other offers received

Heather Au
(Media and Cultural Studies Theme, 2015-2017)
2017: CUHK BA in Comparative Literature (Year 2)
Other offers received

Chiu Ho Ting
(Media and Cultural Studies Theme, 2014-2016)
2016: CUHK BA in Global Creative Industries (Year 3)
Other offers received

Cassie Chan
(Media and Cultural Studies Theme, 2015-2017)
2017: CUHK BA in Cultural Studies (Year 3)
Other offers received

Wong Ching Yu
(Year 1 student in 2016)
2016: CUHK BA in Cultural Studies (Year 1)
Other offers received

Students’ Progression

Hong Kong University of Science and Technology

Programme Structure

Year 1 + Year 2: Total 4 Core Curriculum courses to broaden your perspectives and help future articulation at various universities in Hong Kong.

Common Core Courses

• Researching Culture and Media
• Introduction to New Media

Advertising and Communications

• Advertising: Principles and Practice
• Media Publishing Industry and Production
• Writing and Editing for Chinese Media

Media and Cultural Studies

• Gender and Society
• Questioning Cultural Identity
• Media, Society and Consumer Culture

Electives

• Understandings of the Basics of Sociology
• Introduction to Comparative Literature

Music Theme (applicants who wish to apply for this theme should submit a separate application)

• Fundamentals of Music I
• Music in Western History (Baroque through Late Romantic Periods)
• Introduction to Musics of the World

We are AAMCCSers!
Programme Aims & Features

• Focus of studies: Media studies, cultural studies, gender studies
• To offer 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.
• Core areas: Media studies, cultural studies, gender studies

Career Prospects

The arts and cultural industry is 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.

Focus of studies: Creative studies, creative media, cultural industries

An inter-disciplinary major that evaluates current issues and trends in creative media and cultural industries, and equips you with practical knowledge for both university and the job market.

To prepare you for further studies in music or to pursue a music-related career

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

To nurture your critical capacity, creative thinking and cultural sensitivity, all being key factors to succeed in the knowledge-based economy.

Core areas: Creative media, creative studies, cultural industries

Two of our students entered the “HeForShe Initiative at HKU Idea-thon” in 2016 and both groups’ proposals were elected among the best 3 proposals on breaking gender stereotypes on campus and in the community. Their presentations were on Twitter for worldwide polling. The group “WeSports” won and their ideas are now being implemented at HKU.

Application Code CC 80 - 209

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Application Code CC 80 - 205

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
• Core areas: Advertising, media studies, communications

Career Prospects

advertising, marketing, art management, public relations, media management, creative industries, publishing in both the public and private sectors.

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Core fields: Media studies, cultural studies, gender studies

Programme Aims & Features

Focus of studies: Creative studies, creative media, cultural industries

To build up your fundamental knowledge of music to prepare you for further studies in music or to pursue a music-related career

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Programme Aims & Features

Focus of studies: Marketing, advertising, public relations, media management

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Core fields: Media studies, cultural studies, gender studies

Application Code CC 80 - 205

Programme Aims & Features

Focus of studies: Music

To prepare you for further studies in music or to pursue a music-related career

Covers basic theory and practices ranging from western music to Chinese music and world music

Career Prospects

Marketing, advertising, public relations, media management, public relations, media management

Special Entrance Requirement

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.

You can be considered as a professional performer, singer, music writer and composer, or can pursue a career in creative media and cultural industries, e.g., reporters and programme presenters with musical knowledge, and support staff in arts administration offices and performing arts companies.

For general and administrative staff, you can pursue a career in creative media and cultural industries, e.g., reporters and programme presenters with musical knowledge, and support staff in arts administration offices and performing arts companies.

Applicants who wish to apply for this theme are required to submit a separate application. Please refer to the Supporting Documents section for more details.
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 Y1, Y2; or
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