



Associate of Arts in
**Media, Cultural and
Creative Studies**
媒體、文化及創意

文學副學士

Advertising and Communications 廣告及傳意
Creative Media and Industries 創意媒體及產業
Cultural Development in Public Arena 公共場域的文化發展
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 media & communication. Come build your knowledge and experience with us through studying relevant, timely and exciting subjects in "Advertising and Communications", "Creative Media and Industries", "Cultural Development in Public Arena" 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

2025 Overall Progression Rate: **85%**

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.



3

Wide range of articulation choices! Our graduates articulated to:

HKU

Arts

Comparative Literature, English, Chinese, Hong Kong Studies, American Studies, European Studies, Global Creative Industries, Philosophy, Fine Art, Music, Gender Studies, Humanities, Digital Technologies

Education

Language Education Double Degree

Journalism Social Sciences

Psychology, Sociology Social Data Science

Science

Molecular Biology & Biotechnology

Nursing, etc.

CUHK

Arts

Cultural Studies, Cultural Management, Anthropology, English, Chinese Language & Literature, Philosophy, Religious Studies, History, Music, Fine Arts, Public Humanities

Social Science

Sociology, Global Studies, Journalism & Communication, Gender Studies

Education, etc.

HKBU

Arts

Humanities, History, Geography, English Language & Literature, Chinese Language & Literature, European Studies, Translation, Creative Writing for Film Television & New Media, Film & Television, Creative & Professional Writing, Religious Studies, Music

Social Sciences

Communication, Public Relations & Advertising, Integrated Communication Management, Social Policy, China Studies - Economic, Journalism & Digital Media, International Journalism, Government & International Studies, Interactive Media, Public Relations & Advertising, Film & Television, Game Design & Animation

Education, etc.

CityU

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 Affairs & Management, Public Policy Management & Politics, Applied Sociology

Creative Media

Business Administration Management, Marketing

LU

Arts

Cultural Studies, Creative Media Industries, Visual Studies, Philosophy, Animation & Digital Arts, Film & Visual Arts, etc.

Social Science

Public Management & Smart Governance, Social Data Science

PolyU

Arts

Advertising Design, Communication Design, Digital Media, English Studies for the Professions, Language & Culture, Bilingual Interdisciplinary Chinese Studies, Scheme in Design, Scheme in Fashion & Textiles, Social Design

Science

Nursing

Engineering

Product Innovation & Smart Manufacturing

EdUHK

Arts

Creative Arts and Culture [Visual Arts, Music], Digital Chinese Culture & Communication, Convergent Media & Communication, Heritage Education & Arts Management, Liberal Studies, Early Childhood Education, Language Studies, Chinese Language, Human & Organizational Development

Social Science Education

Greater China Studies

Music Education

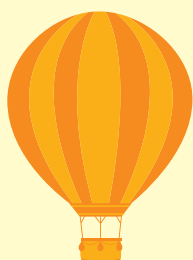
HKSYU

HKMU

HKAPA

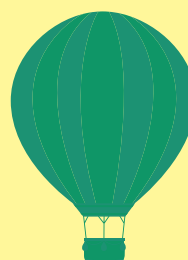
HSUHK

AA in Media, Cultural and Creative Studies made simple



Areas

mass/new/social media, cultural activities, photography, advertising, animation, design, music, digital entertainment, communications, publishing, cultural heritage, business, government, cultural tourism and museum studies, etc.



Types

planning, development, production, administration, management, analysis, promotion, marketing, education, research, etc.



Wong Ching Man (AAMCCS, 2023-2025)

Offers Received in 2025:

- **CityU** Bachelor of Arts in **Media and Communication** (Year 3)
- **CityU** Bachelor of Arts in **Digital Television and Broadcasting** (Year 3)
- **HKBU** Bachelor of Communication (Hons) in **Public Relations and Advertising - Advertising and Branding Concentration** (Year 3)
- **HSU** Bachelor of Business Administration (Honours) in **Marketing** (Year 3)

HKU SPACE CC給予我第二次考上大學的機會，亦因此改變了我的學習態度。由於中學沒有接觸過類似的科目，一開始其實非常擔心自己會跟不上。但十分慶幸在這兩年副學士的學習路上，遇到很多一直扶持著我的講師。他們不只是提供學習上的幫助，亦會給予我升學上的鼓勵和意見。最後，我想跟接下來準備入學的師弟妹說，不要因為公開試失利就否定自己的學習能力，換個角度想，可能中學的科目不適合你，令你討厭學習。但在副學士你可以找到自己喜歡的科目，一步一步向的喜歡的道路前進，加油！



Malik Nelab (AAMCCS, 2023-2025)

Offers Received in 2025:

- **CUHK** **Journalism and Communication** (Year 3)
- **CityU** Bachelor of Arts in **Digital Television and Broadcasting** (Year 3)
- **CityU** Bachelor of Arts in **English** (Year 3)

The AAMCCS programme has been instrumental in shaping my aspirations. I gained valuable insights into the intricate relationship between culture and media, and deeper understanding of various media forms. This journey allowed me to explore my creativity and develop essential skills I need to pursue my dreams. I am appreciative of the friendships I've formed with fellow students who share this path with me. Additionally, the lecturers played a crucial role in guiding us every step of the way; their mentorship created a supportive learning environment that truly nurtured my growth. This experience has been transformative for me.



Jennifer Cheung (AAMCCS, 2023-2025)

Offers Received in 2025:

- **CUHK** Bachelor of Arts in **Public Humanities** (Year 3)
- **CityU** Bachelor of Arts in **Media and Communication** (Year 3)
- **HKBU** Bachelor of Communication (Hons) in **Public Relations and Advertising - Advertising and Branding Concentration** (Year 3)

AAMCCS課程涵蓋電影、拍攝、藝術、媒體及文化等多個領域，鼓勵學生親自創作與實踐，讓我發掘了不少新興趣，也輕鬆結識志同道合的朋友。此課程適合充滿好奇心、熱愛思考與想像的人。完成課程後，你將學會以批判性思維看待事物，同時更懂得反思內心與個人經歷。本科師資優良且親切，只要勇敢提問，就能獲得許多指導與啟發。訂下目標並持之以恆，成功指日可待。呢兩年我讀得幾開心，真心推介比有興趣嘅同學！



Lee Sze Ching (AAMCCS, 2023-2025)

Offers Received in 2025:

- **CUHK** Bachelor of Arts in **Public Humanities** (Year 3)
- **HKBU** Bachelor of Arts in **Humanities** (Year 3)
- **CityU** Bachelor of Arts in **Digital Television and Broadcasting** (Year 3)

While studying at HKU SPACE CC, I was exposed to diverse course content integrating social sciences and humanities, covering creative media and cultural research, which encouraged and helped me to explore my interests. The learning experiences and opportunities included in the core and elective courses, such as field trips, cultivate my multiple critical thinking skills and trigger me to pay more attention to local culture. The relationship with lecturers is also a teacher and friend, making this two-year learning journey full of inspiration, warmth, and unforgettable. I have no regret in picking AAMCCS.



David Cheung (AAMCCS, 2023-2025)

Offers Received in 2025:

- **CUHK** **Journalism and Communication** (Year 3)

課程為同學打好未來升學基礎，課程內容及作業要求緊貼升學所需。在升讀二年級時透過讓同學選擇三個不同的科目讓同學發揮和展現自身興趣，令同學於創意媒體、廣告傳播和文化研究三個方面各展所長，讓同學盡早對接大學模式及其課程要求。不厭其煩解答問題的老師和穩定可靠的組員更是推動我繼續努力拼搏的最大動力。

Programme Structure

Year 1

- Understanding Culture and Everyday Life
- The Journey of Self-Discovery
- Introduction to Media and Communications

Year 2

Choose a major + language and core curriculum

Specialism

Common across all themes

- Researching Culture and Media
- Visual Culture

Advertising and Communications

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

Media and Cultural Studies

- Cultural Spaces: Examining and Enabling People and Place
- Gender and Society
- Media, Identity and Consumer Culture

Creative Media and Industries

- Creativity and Creative Industries
- Introduction to Film Studies
- New Media Art

Cultural Development in Public Arena Theme

- Cultural Tourism Studies
- Introduction to Cultural Heritage and Museum Studies
- Understanding and Managing Public Organisations

Generic Skills & Core Curriculum


- Advanced Chinese Language
- English for Academic Purposes I & II
- English for Arts and Humanities
- AI and Digital Literacy
- Introduction to Academic English
- Elementary Statistics
- Critical Analysis and Reasoning in Discipline-based Studies
- Choose THREE courses from the Core Curriculum

Year 1 & Year 2

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

- Fundamentals of Tonal Music I & II
- Music in Western History (Baroque through Late Romantic Periods)
- Introduction to Musics of the World
- Introduction to Chinese Music
- Creativity and Creative Industries

- 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.
- Unless otherwise specified and language courses, all courses in HKU SPACE Community College are instructed in English.

 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.



Sharing Talk with award-winning lyricist, screenwriter and film director Norris Wong (黃綺琳)

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.



AAMCCS students' creative works in the course 'New Media Art'



Sharing talk with Canadian-born Chinese filmmaker Timothy Yeung (楊永光)

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.



'Images of Home' - Exhibition on students' visual works held in a local bookstore in March 2025

Cultural Development in Public Arena

Application Code

AD 109

Programme Aims & Features

- Focus of studies: Cultural tourism, museum studies, cultural policy and management
- Covers basic theories, concepts and significance of cultural policies and cultural entrepreneurship in contemporary society associated with cultural tourism, heritage conservation and museum management in local/global contexts

- To evaluate different policies, strategies and methods in cultural development by adopting trans-disciplinary approaches to address culture in relation to public and private domains

Career Prospects

- Students can enjoy strong prospects in Hong Kong's expanding arts and heritage sectors in both public and private organisations. There is a growing demand for skilled cultural practitioners in Government, NGOs and cultural neighbourhoods for exhibition curation, cultural management, heritage education, art development and tour guiding.

Music

Application Code

AD 110



aamccs-music@hkuspace.hku.hk

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 of Applied Education, 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.

† If one of the five HKDSE subjects is Citizenship and Social Development, the requirement will be "Attained" for the subject.

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 2026-27: HK\$62,000

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.

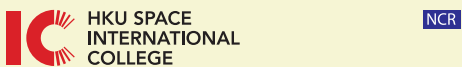
How to Apply

Applicants can submit the application via the College website <https://apply.hkust.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.



- University of the Arts London
- Edinburgh Napier University
- University of Hull
- Middlesex University London*



Overseas Articulation Pathways - Credit Recognition Arrangements with Non-local Universities:

- Chinese Culture University
- Queensland University of Technology
- University of New South Wales

* 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.

Please refer to the College website for information. 請瀏覽學院網頁以獲取更多資訊。

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

香港大學專業進修學院乃非牟利擔保有限公司。

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 American Studies / BA European Studies
BA Gender Studies / BA Global Creative Industries
BA Humanities & Digital Technologies
BA Hong Kong Studies / BA Philosophy
BA and BEd Language Education - English (Double Degree)
BA and BSocSc Social Data Science
BJour/ BNurs
BSocSc / BSocSc Sociology
The Chinese University of Hong Kong
BA Anthropology / BA English / BA History / BA Translation
BA Chinese Language and Literature
BA Contemporary China Studies
BA Cultural Management / BA Cultural Studies
BA Fine Arts / BA Music
BA Public Humanities
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 / BSc Creative Media
BBA Management / BBA Marketing
BSocSc Applied Sociology / BSocSc Criminology
BSocSc Asian & International Studies
BSocSc Environmental Policy / Public Affairs & Management / Public Policy & Politics
Hong Kong Baptist University
BA (Hons) / BA (Hons) Chinese Language & Literature / 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/BSocSc (Hons) European Studies
BA/BSocSc (Hons) Government & International Studies
BComm (Hons) Film Major (Animation & Media Arts) / BA (Hons) Film & Television
BComm (Hons) Interactive Media
BComm (Hons) Public Relations & Advertising
BComm (Hons) Journalism & Digital Media
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) Digital Media
BA (Hons) Scheme in Fashion & Textiles Scheme in Design
BBA (Hons) Marketing
Bcomm (Hons) Game Design & Animation
BComm (Hons) Public Relations & Advertising Major (Advertising and Branding)
BEng (Hons) Product Engineering with Marketing
BEng (Hons) Product Innovation & Smart Manufacturing
The Education University of Hong Kong
BA (Hons) Convergent Media & Communication
BA (Hons) Creative Arts & Culture (Music) / (Visual Arts)
BA (Hons) Creative Arts & Culture & BEd (Hons) Visual Arts (coterminal double degree) / BA (Hons) Creative Arts & Culture & Bed (Hons) Music (co-terminal double degree)
BA (Hons) Digital Chinese Culture & Communication
BA (Hons) Early Childhood Education
BA (Hons) Heritage Education & Arts Management
BA (Hons) Human & Organizational Development
BA (Hons) Language Studies (Chinese Major) / BA (Hons) Liberal Studies
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) Animation & Digital Arts
BA (Hons) Creative Media Industries
BA (Hons) Cultural Studies / BA (Hons) Visual Studies
BA (Hons) Film & Visual Arts
BA (Hons) Philosophy
BSocSc (Hons) Business Psychology
BSocSc (Hons) Psychology with Counselling Psychology Concentration
BSocSci (Hons) Public Management & Smart Governance
BSocSci (Hons) Social Data Science

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

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。

