

# HONG KONG METROPOLITAN UNIVERSITY

## Programme Requirements for Bachelor of Arts with Honours in Creative Advertising and Media Design (BAHCAMDJ)

This 5-credit system programme requirements document is applicable to the following student cohorts:

<i>Year of Entry</i>	<i>Admission cohort</i>
<i>Year 1</i>	<i>On or before 2022/2023</i>
<i>Year 2</i>	<i>On or before 2023/2024</i>
<i>Year 3</i>	<i>On or before 2024/2025</i>

To be eligible for the award of the **Bachelor of Arts with Honours in Creative Advertising and Media Design**, a student shall obtain the required number of credits specified below for the Year of entry, in courses prescribed and detailed on the programme tables.

All students admitted via Year 1 entry in 2021/22 or 2022/23, via Year 2 entry in 2022/23 or 2023/24 and via Year 3 entry in 2023/24 or 2024/25 must complete the four University Core Values Modules, namely Core Value I (Integrity), Core Value II (Fairness), Core Value III (Perseverance), and Core Value IV (Innovation) for graduation.

For students admitted via Year 1 entry from **2020/21 to 2022/23**, via Year 2 entry **from 2021/22 to 2023/23** and via Year 3 entry **from 2022/23 to 2024/25**, please refer to Page 1 to 5 for programme requirements.

For students admitted via Year 1 entry **before the 2020/21 academic year**, via Year 2 entry **before the 2021/22 academic year**, and via Year 3 entry **before the 2022/23 academic year**, please refer to Page 6 to 8 for specific programme requirements.

*(I) For students admitted via Year 1 entry from 2020/21 to 2022/23, via Year 2 entry from 2021/22 to 2023/23 and via Year 3 entry from 2022/23 to 2024/25*

### Year 1 Entry

A student admitted to the programme through Year 1 Entry needs to complete a total of 160 credits of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 120 credits of core courses in Tables 1, 2 and 3;
2. 10 credits of outside discipline courses from Table 4;
3. 10 credits of English Language Enhancement courses \*; and  
*\* Note: Please refer to the updated list of English Language Enhancement courses posted on the University website ([www.hkmu.edu.hk/FT\\_ENGLISH](http://www.hkmu.edu.hk/FT_ENGLISH)).*
4. 20 credits of purpose-designed General Education courses #.  
*# Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE)).*

## Year 2 Entry

A student admitted to the programme through Year 2 Entry needs to complete a total of 120 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 95 credits of core courses in Tables 2 and 3;
2. 10 credits of outside discipline courses from Table 4;
3. 5 credits of English Language Enhancement courses\*; and  
*\* Note: Please refer to the updated list of English Language Enhancement courses posted in the University website ([www.hkmu.edu.hk/FT\\_ENGLISH](http://www.hkmu.edu.hk/FT_ENGLISH)).*
4. 10 credits of purpose-designed General Education courses #.  
*# Note: Please refer to the updated list of purpose-designed General Education courses posted in the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE)).*

## Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 80 credits of core courses in Table 3.

Table 1: Core Courses (Foundation and Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
AMVE A101F	Studio Art I: Drawing and Life Drawing	5	Foundation	--
CAMD A100F	Introduction to Advertising Media	5	Foundation	--
CAMD A101F	Principles and Practices of the Media	5	Foundation	--
CAMD A103BF	Introduction to Copywriting	5	Foundation	--
CCA A208BF	Media Production Skills	5	Middle	b

Table 2: Core Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
CAMD A203BF	Advertising and Publication Design	5	Middle	b
CAMD A204BF	Visual Design and Practices	5	Middle	b
CCA A307BF <sup>1</sup>	Vision of Art Direction	5	Higher	b

Table 3: Core Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
AMVE A303BF	Cinematic Sound Design	5	Higher	b
CAMD A202F	Branding and Visual Identity	5	Middle	b
CAMD A300F	New Media Culture	5	Higher	a or b
CAMD A302F	Advertising for Digital Media	5	Higher	a or b
CAMD A303BF	Multi Camera Studio Production Workshop	5	Higher	a or b
CAMD A304F	Web Design and Interactive Media	5	Higher	a or b
CAMD A305BF	Exhibition Design and Event Planning	5	Higher	a or b
CAMD A306BF	Museum Studies	5	Higher	a or b
CAMD A307BF	Video Production Workshop: E-Advertising	5	Higher	a or b
CAMD A308BF	Media Law, Policy and Ethics	5	Higher	a or b
CAMD A309BF	Cultural Identities and Advertising	5	Higher	a or b
CAMD A310F	Strategic Media Planning	5	Higher	a or b
CAMD A311BF	Creativity and Advanced Copywriting	5	Higher	a or b
CAMD A312F	Photography for Advertising	5	Higher	a or b
CAMD A400BF	Advertising Media Project	10	Higher	a or b

Table 4: Outside Discipline Courses (Foundation, Middle and Higher Level)

Course Code	Course Title	Credits	Course Level
CHIN A165CF	中國人文學科基礎課程：中國文學史	5	Foundation
CHIN A245CF	中文傳意技巧	5	Middle
CHIN A275CF	詩選	5	Middle
CHIN A276CF	詞選	5	Middle
CHIN A277CF	中國文學導論	5	Middle
CHIN A278CF	中國文化導論	5	Middle
CHIN A354CF	互聯網在研究上的應用	5	Higher
CHIN A356CF	中國現代文學專題	5	Higher
CHIN A363CF	新聞寫作概論	5	Higher
CHIN A365CF	中國當代文學專題	5	Higher

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Level</b>
ECON A231F	Introduction to Microeconomics	5	Middle
ECON A324F	Global Political Economy	5	Higher
MKT B250F	Introduction to Marketing	5	Middle
MKT B362F	Marketing Research	5	Higher
MKT B366F	Marketing Communications	5	Higher
POLS A221F	Introductory Comparative Politics	5	Middle
PSYC A221F	Introductory Psychology	5	Middle
PSYC A328F	Consumer Psychology	5	Higher
PUAD A222F	Introduction to Public Administration	5	Middle
SOCIA221F	Social Problems and Social Issues	5	Middle
SOCIA325F	Understanding Chinese Society	5	Higher
TRAN A261CF	英漢翻譯導論	5	Middle
TRAN A271CF	漢英翻譯導論	5	Middle

**Note:**

1. List of changes in course codes:

<b>Original Course Code</b>	<b>Revised Course Code</b>	<b>Effective Term</b>
<i>CCA A307BF</i>	<i>CCA A307CF</i>	<i>2022 Autumn ONLY</i>
<i>CCA A307CF</i>	<i>CCA A307BF</i>	<i>2023 Autumn</i>

### **Honours Classification**

For the purpose of honours classification of the **Bachelor of Arts with Honours in Creative Advertising and Media Design** programme, the weighted grade point average (WGPA) for ‘Group (a) courses’ and the list of courses under the respective Groups (a) and (b) are specified as follows:

- (1) Group (a) courses consist of the best 40 credits of Higher Level courses with course code ‘CAMD’ from Table 3.
- (2) Group (b) courses consist of the best 40 credits of Middle and Higher Level courses with course code of ‘AMVE’, ‘CAMD’ and ‘CCA’ from Tables 1, 2 and 3, where such credits have not been taken into account for calculation in Group (a) courses.
- (3) Group (a) and Group (b) courses carry equal weighting when calculating WGPA.

***(II) For students admitted via Year 1 entry before the 2020/21 academic year, via Year 2 entry before the 2021/22 academic year, and via Year 3 entry before the 2022/23 academic year***

### **Year 1 Entry**

A student admitted to the programme through Year 1 Entry needs to complete a total of 160 credits of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 120 credits of core courses in Tables 5, 6 and 7;
2. 10 credits of outside discipline courses from Table 8;
3. 10 credits of English Language Enhancement courses\*; and  
*\* Note: Please refer to the updated list of English Language Enhancement courses posted on the University website ([www.hkmu.edu.hk/FT\\_ENGLISH](http://www.hkmu.edu.hk/FT_ENGLISH)).*
4. 20 credits of purpose-designed General Education courses #.  
*# Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE)).*

### **Year 2 Entry**

A student admitted to the programme through Year 2 Entry needs to complete a total of 120 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 95 credits of core courses in Tables 6 and 7; and
2. 10 credits of outside discipline courses from Table 8; and
3. 5 credits of English Language Enhancement courses\*; and  
*\* Note: Please refer to the updated list of English Language Enhancement courses posted in the University website ([www.hkmu.edu.hk/FT\\_ENGLISH](http://www.hkmu.edu.hk/FT_ENGLISH)).*
4. 10 credits of purpose-designed General Education courses #.  
*# Note: Please refer to the updated list of purpose-designed General Education courses posted in the University website ([www.hkmu.edu.hk/FT\\_GE](http://www.hkmu.edu.hk/FT_GE)).*

### Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 80 credits of core courses in Table 7.

Table 5 : Core Courses (Foundation and Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
AMVE A101F	Studio Art I: Drawing and Life Drawing	5	Foundation	--
CAMD A100F	Introduction to Advertising Media	5	Foundation	--
CAMD A101F	Principles and Practices of the Media	5	Foundation	--
CAMD A102BF <sup>5</sup>	Copywriting Workshop	5	Foundation	--
CCA A208BF	Media Production Skills	5	Middle	b

Table 6 : Core Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
CAMD A200BF <sup>6</sup>	History of Advertising Design	5	Middle	b
CAMD A202BF <sup>2</sup>	Branding and Visual Identity	5	Middle	b
CCA A307BF <sup>2</sup>	Vision of Art Direction	5	Higher	b

Table 7 : Core Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
AMVE A303BF	Cinematic Sound Design	5	Higher	b
CAMD A203BF	Advertising and Publication Design	5	Middle	b
CAMD A300F	New Media Culture	5	Higher	a or b
CAMD A301BF <sup>7</sup>	Media and Advertising Writing	5	Higher	a or b
CAMD A302F	Advertising for Digital Media	5	Higher	a or b
CAMD A303BF	Multi Camera Studio Production Workshop	5	Higher	a or b
CAMD A304F	Web Design and Interactive Media	5	Higher	a or b
CAMD A305BF	Exhibition Design and Event Planning	5	Higher	a or b
CAMD A306BF <sup>2</sup>	Museum Studies	5	Higher	a or b
CAMD A307BF	Video Production Workshop: E-Advertising	5	Higher	a or b
CAMD A308BF	Media Law, Policy and Ethics	5	Higher	a or b
CAMD A309BF	Cultural Identities and Advertising	5	Higher	a or b
CAMD A310F <sup>3</sup>	Strategic Media Planning	5	Higher	a or b
CAMD A400BF <sup>4</sup>	Advertising Media Project	10	Higher	a or b

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
PHTO A201BF <sup>8</sup>	Photography and Visual Culture	5	Middle	b

Table 8\_: Outside Discipline Courses (Foundation, Middle and Higher Level)

Course Code	Course Title	Credits	Course Level
CHIN A165CF	中國人文學科基礎課程：中國文學史	5	Foundation
CHIN A245CF	中文傳意技巧	5	Middle
CHIN A275CF	詩選	5	Middle
CHIN A276CF	詞選	5	Middle
CHIN A277CF	中國文學導論	5	Middle
CHIN A278CF	中國文化導論	5	Middle
CHIN A354CF	互聯網在研究上的應用	5	Higher
CHIN A356CF	中國現代文學專題	5	Higher
CHIN A363CF	新聞寫作概論	5	Higher
CHIN A365CF	中國當代文學專題	5	Higher
ECON A231F	Introduction to Microeconomics	5	Middle
ECON A324F	Global Political Economy	5	Higher
MKT B250F	Introduction to Marketing	5	Middle
MKT B362F	Marketing Research	5	Higher
MKT B366F	Marketing Communications	5	Higher
POLS A221F	Introductory Comparative Politics	5	Middle
PSYC A221F	Introductory Psychology	5	Middle
PSYC A328F	Consumer Psychology	5	Higher
PUAD A222F	Introduction to Public Administration	5	Middle
SOCIA221F	Social Problems and Social Issues	5	Middle
SOCIA325F	Understanding Chinese Society	5	Higher
TRAN A261CF	英漢翻譯導論	5	Middle
TRAN A271CF	漢英翻譯導論	5	Middle

**Note:**

2. List of changes in course codes:

<b>Original Course Code</b>	<b>Revised Course Code</b>	<b>Effective Term</b>
<i>CAMD A306F</i>	<i>CAMD A306BF</i>	<i>2020 Spring</i>
<i>CAMD A202BF</i>	<i>CAMD A202F</i>	<i>2021 Autumn</i>
<i>CCA A307BF</i>	<i>CCA A307CF</i>	<i>2022 Autumn ONLY</i>
<i>CCA A307CF</i>	<i>CCA A307BF</i>	<i>2023 Spring</i>

3. *CCA A353BF has been replaced by CAMD A310F. If students have successfully completed CCA A353BF, they are deemed to have satisfied the requirements of CAMD A310F.*
4. *CAMD A401BF and CAMD A402BF have been replaced by CAMD A400BF. If students have successfully completed CAMD A401BF and CAMD A402BF, they are deemed to have satisfied the requirements of CAMD A400BF.*
5. *CAMD A102BF is replaced by CAMD A103BF with effect from the 2020/21 academic year. Students who have successfully completed CAMD A103BF would be deemed to have satisfied the requirement of CAMD A102BF.*
6. *CAMD A200BF is replaced by CAMD A204BF with effect from the 2021/22 academic year. Students who have successfully completed CAMD A204BF would be deemed to have satisfied the requirement of CAMD A200BF.*
7. *CAMD A301BF is replaced by CAMD A311BF with effect from the 2022/23 academic year. Students who have successfully completed CAMD A311BF would be deemed to have satisfied the requirement of CAMD A301BF.*
8. *PHTO A201BF is replaced by CAMD A312F with effect from the 2022/23 academic year. Students who have successfully completed CAMD A312F would be deemed to have satisfied the requirement of PHTO A201BF.*

### **Honours Classification**

For the purpose of honours classification of the **Bachelor of Arts with Honours in Creative Advertising and Media Design** programme, the weighted grade point average (WGPA) for 'Group (a) courses' and the list of courses under the respective Groups (a) and (b) are specified as follows:

- (1) Group (a) courses consist of the best 40 credits of Higher Level courses with course code 'CAMD' from Table 7.
- (2) Group (b) courses consist of the best 40 credits of Middle and Higher Level courses with course code of 'AMVE', 'CAMD', 'CCA' and 'PHTO' from Tables 5, 6 and 7, where such credits have not been taken into account for calculation in Group (a) courses.
- (3) Group (a) and Group (b) courses carry equal weighting when calculating WGPA.

Last update: November 2023