

Master of Arts in
**STRATEGIC
COMMUNICATION** (MA-SC)
策略傳播文學碩士



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Message from Programme Director



Professor Paul S N LEE, PhD
Programme Director
MA in Strategic Communication
School of Communication

Strategic Communication involves “orchestrated communication efforts with a master plan to influence a public policy or to promote an agenda”. Being “strategic” is communicating proactively the right message through right channels to the right audience with the right effect. The Master of Arts in Strategic Communication (MA-SC) Programme is designed to provide most updated knowledge and professional training to students who want to pursue a career and excel in it in social, political and corporate communication.

Hong Kong, being an advanced modern city, will advance further with more talents devoted to communication for the good of society. This Programme is intended to train professionals who will advance humanity by communicating strategically and conscientiously for the well-being of society, fostering genuine dialogues with “truth”, “rightness” and “sincerity” in the Habermasian ideal of public discourse. “Communicate to advance humanity” is the ultimate concern of the Programme.



Programme Overview



Objectives

Designed for working professionals and future-to-be experts who can embrace the rapid changing social environment and communication landscape, the MA-SC Programme provides comprehensive knowledge in communication theories, latest development in media, and current practices in social, political and business communication.



Uniqueness

1. The Programme offers a **unique blend of political and corporate strategic communication**. It is structured into two concentrations: *Public Affairs Communication* and *Corporate Engagement Communication*.
2. It stresses the **balance between theory and practice** by inviting top professionals in the field to share their experiences and insights, with integration of theories supported by the School's full-time professors.

Study Outcomes

1 Students will be equipped with the knowledge and skills in analysing complicated communication issues, becoming **more effective in planning business, social, political and communication campaigns**.

They will be able to **handle the unfolding impact of digital media and the increasingly complicated socio-political environments** with strategic insights and social responsibility.

2



Who Should Study?

Those who are interested in strategic communication, including:

1. **Practitioners in corporate communication** who want to gain advanced knowledge in the field, especially the public affairs and political communication area
2. **Practitioners in government and political related sectors** such as legislators' aides, party administrators, civil servants, and workers of non-governmental organisations (NGOs) dealing with various government departments
3. **Working professionals** who are interested in strategic communication and plan to switch to a most exciting and challenging career
4. **New college graduates** who aspire to start a career in the field of corporate, social and political communication

Career Prospects

The MA-SC Programme is designed for those who plan a career involved in various aspects of political communication and corporate communication, from political parties to NGOs to public relations agencies. Graduates may take up the following careers:

Position	Industry / Companies
PR officer, Crisis communicator	Business
	Political organisations/parties
	Government authorities, NGOs
Journalist, Media strategist, Political campaign consultant	Mass media, Consultancy
Advocacy communicator, Non-profit organisation campaign strategist	NGOs
Advertising executive, Media planner	Advertising
Promoter, Speech writer	Both government and private organisations



Curriculum

The MA-SC Programme is structured into two concentrations:

1 Public Affairs Communication

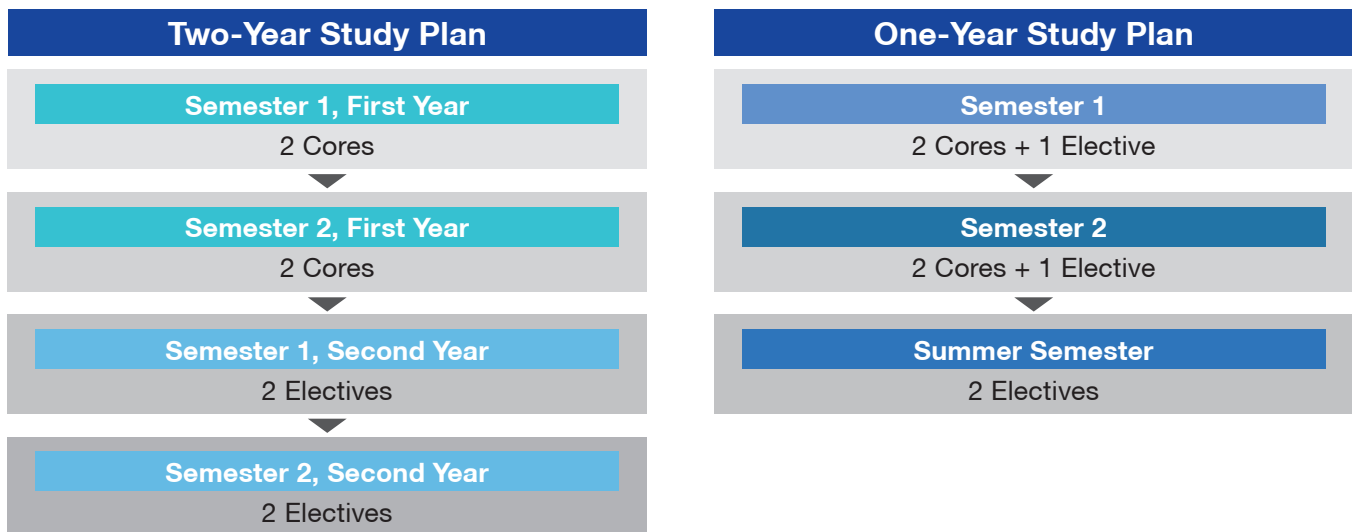
2 Corporate Engagement Communication

Modules are grouped into cores and electives.

The core modules are designed to nurture students fundamental knowledge of persuasive communication, research methodologies and professional responsibility. The elective modules are designed to provide students with knowledge and skills in communication strategies and campaigns for both business and public sectors.

Students must complete 24 credits of modules to get the degree. Each module bears 3 credits. Four cores and four elective modules are required for graduation. With approval by the MA-SC Programme, no more than 2 electives can be taken from outside the Programme.

Study Plan



Module List

Core Modules List			
STC5001	Strategic Communication Theories	STC5003	Global Issues and Social Responsibility
STC5002	Research and Data Analytics	STC5004	Communication Planning and Campaigns

Elective Modules List			
Area 1 Public Affairs Communication		Area 2 Corporate Engagement Communication	
STC5121	Advocacy and Lobbying	STC5181	Brand Strategy and Consumers Communication
STC5122	Public Communication and Social Marketing	STC5182	Corporate Social Responsibility and Sustainability
STC5123	Public Affairs and Governance	STC5183	Stakeholders Communication and Engagement
STC5124	Crisis and Issues Management	STC5184	Digital and Mobile Marketing
STC5190	Capstone in Strategic Communication	STC5190	Capstone in Strategic Communication
STC5191	Topical Studies in Public Affairs Communication	STC5192	Topical Studies in Corporate Engagement Communication

Teaching Staff



Professor LEE Siu-Nam, Paul

李少南教授

Programme Director
Research and Data Analytics



Dr CHAN Chi-Kit

陳智傑博士

Global Issues and Social Responsibility



Dr CHEUNG Mei-Fung, Meily

張美鳳博士

Strategic Communication Theories



Dr FONG Kin-Kiu, Ken

方健僑博士

Digital and Mobile Marketing



Mr HO On-Tat, Andy

何安達先生

Advocacy and Lobbying



Mr LAW Wing-Chung

羅永聰先生

Communication Planning and Campaigns



Mr LEE Luen-Fai

李鑾輝先生

Advocacy and Lobbying



Dr LO Chi-Kin

盧子健博士

Public Communication and Social Marketing



Mr TSANG Chung-Wing

曾仲榮先生

Public Affairs and Governance



Mr TSANG Lap-Ki, Richard

曾立基先生

Corporate Social Responsibility and Sustainability



Mr TSUI Yuen, Vincent

徐緣先生

Brand Strategy and Consumers Communication



Ms WONG Kit-Wai, Elizabeth

黃潔慧女士

Communication Planning and Campaigns



Ms WONG Nga-Lai, Leona

黃雅麗女士

Digital and Mobile Marketing



Mr YAU Shing-Mu

邱誠武先生

Public Affairs and Governance



Dr ZHAO Mengmeng, Sarah

趙萌萌博士

Crisis and Issues Management



Programme Duration

One to Five Years (Part-time)



Admission Requirements

1. A bachelor's degree from a recognised university or equivalent
2. English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university where English is the medium of instruction:
TOEFL \geq 550 (paper-based), \geq 213 (computer-based), \geq 79 (internet-based)
IELTS \geq 6.5
CET 6 \geq 430
TEM-4 \geq 70

Preference will be given to applicants with a communication/business/political science/social science background.

Graduation Requirements

- Complete a minimum of 24 credits as laid down in the programme curriculum
- Obtain a minimum cumulative GPA of 2.5





Application for Admission

Applicants can submit their applications at <https://registration.hsmc.edu.hk/pga/>. The Fall Semester commences on 1 September.

Enquiries

Programme

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Registry

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Hang Seng Management College is incorporated in Hong Kong with limited liability by guarantee.

Information updated as of October 2018.

