

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



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



傳播學院
SCHOOL OF COMMUNICATION

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 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.

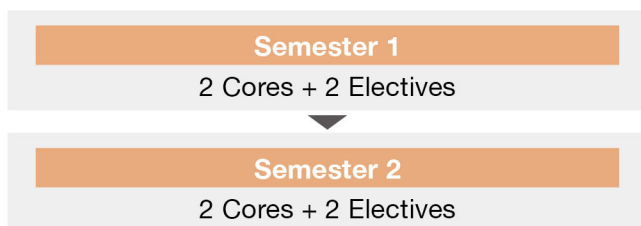
The core modules are designed to nurture students with fundamental knowledge of persuasive communication, research methodologies and professional responsibility. The elective modules are designed to provide students with knowledge and skills in communication strategies and campaigns for both business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

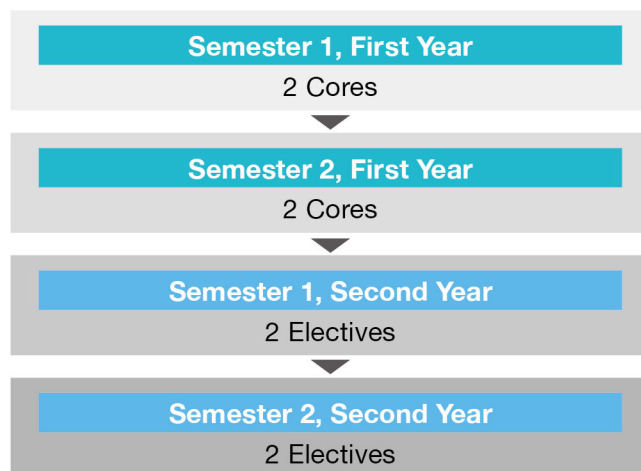
Full-time Study Mode

One-Year Study Plan



Part-time Study Mode

Two-Year 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



Dr LO Chi-Kin
盧子健博士
Public Communication and Social Marketing



Ms SHEK Hoi-Wai, Fiona
石海慧女士
Public Communication and Social Marketing



Mr TSANG Lap-Ki, Richard
曾立基先生
Corporate Social Responsibility and Sustainability



Mr TSUI Chun-Man, Vincent
徐俊文先生
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



Dr YANG Haiqin
楊海欽博士
Research and Data Analytics



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
(Full-time / 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.hsu.edu.hk/pga/>. The Fall Semester commences on 1 September.

Enquiries

Programme

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Registry

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Information updated as of April 2020.

QF Level: 6

QR Registration No.: 18/000852/L6

Registration Validity Period: 08/11/2018 to 31/08/2022

