

# 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

## 課程主任的話



**Dr SONG Zhaoxun, Howard**  
**Programme Director**  
**MA in Strategic Communication**  
**School of Communication**  
**策略傳播文學碩士課程主任**  
**傳播學院副教授**  
**宋昭勳博士**

**All organizations** have to communicate to achieve their mission and goals. But how can they communicate purposefully and effectively to their external stakeholders and internal employees in today's rapid changing environment? Strategic communication is the answer, and it will help you accomplish twice as much with half the effort.

The Master of Arts in Strategic Communication at HSUHK is designed to provide advanced theories and skills in communication strategy, data analysis, social media, crisis management, and authentic leadership with the aim to prepare our graduates for success in today's complex and competitive communication environments.

Strategic communication extends well beyond its practical application in various fields of practice from the perspective that strategic intent is inherent in all communications. If you are interested in growing professionally and intellectually as a strategic communication professional, our graduate program is right for you. Welcome to join us!

任何組織機構為了達至使命和目標，都必須進行信息傳播。那麼，在當今瞬息萬變的環境中，如何目標明確而又清晰高效地對外傳播和對內溝通呢？答案是：策略傳播。它能讓你事半功倍。

香港恒生大學的策略傳播碩士學位課程旨在為學生提供傳播策略、數據分析、社交媒體、危機管理和誠信領導等領域的最新知識和技能，讓他們在當今錯綜複雜且競爭激烈的傳播生態中取得成功。

講究策略是所有高效傳播的固有之意，因此，策略傳播的實際應用價值已遠遠超出了我們所知的實踐領域。如果你有志成為一位策略傳播的專業人士，我們的研究生課程就是你最佳的選擇，歡迎報讀！



# Programme Overview

## 課程概覽

### Objectives 課程目標

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.

策略傳播碩士課程為那些希望適應快速變化的社會環境和傳播生態的專業人士而設，提供傳播學理論、媒介最新發展、以及社會、政治和商業傳播實踐的全面知識。

### Uniqueness 課程特色

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.

1. 策略傳播文學碩士課程為全港首創，整合商業、社會及政治傳播於一身，以適應日益增長的「政、社、企」綜合傳播的需要。我們提供兩個方向供學生選擇：公共事務傳播及企業傳播。

2. 課程整合理論與實踐：除了學院教授外，我們亦邀請了多位業界頂尖的專業人士參與授課，分享他們的經驗與見解，為學生今後入行提供實際的指導和引薦。



# Study Outcomes

## 學習目標

# 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.**

學生將掌握分析複雜傳播問題的知識和技能，更高效地規劃商業、社會、政治傳播活動。

# 2

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.

他們將能夠以戰略的眼光和社會責任感來應對數字媒體的影響和日益複雜的社會政治環境。

## Who Should Study?

### 適合修讀的人士

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 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.

對策略傳播感興趣的人士，包括：

1. 希望在策略傳播領域，尤其是公共事務和政治傳播方面進修的公關及企業傳播從業者；
2. 政府行政部門的從業者，如公務員和非政府組織工作人員；
3. 對策略傳播感興趣的、渴望轉換職業生涯、接受挑戰的從業者；及
4. 希望從事企業傳播、社會傳播和政治傳播行業的畢業生



# Career Prospects

## 就業前景

The MA-SC Programme is designed for those who plan a career in various aspects of political communication and corporate communication. Graduates may take up the following careers:

策略傳播碩士課程為那些希望在政治傳播和企業傳播領域就業的人士而設計，畢業生可以從事以下職業：

Position 職位	Industry / Companies 行業 / 機構
PR officer, Crisis communicator 公共關係顧問 / 企業傳播顧問 / 危機傳播顧問	Business 商業 / 管理
	Political organisations / parties 政治機構 / 政黨
	Government authorities, NGOs 政治機構 / 非政府組織
Journalist, Media strategist, Political campaign consultant 記者 / 媒介策略專家 / 政治競選顧問	Mass media, Consultancy 媒體 / 顧問諮詢公司
Advocacy communicator, Non-profit organisation campaign strategist 倡議傳播者 / 非營利組織的活動策劃	NGOs 非政府組織
Advertising executive, Media planner 廣告專員 / 媒體策劃	Advertising 廣告公司
Promoter, Speech writer 品牌推廣專員 / 撰稿人	Both government and private organisations 政府及私營組織



# Curriculum

## 課程安排

The MA-SC Programme is structured into two concentrations:

策略傳播碩士課程分為兩個範疇：

- 1** **Public Affairs Communication**  
**公共事務傳播**
- 2** **Corporate Engagement Communication**  
**企業傳播**

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.

課程分為必修科和選修科。

必修科旨在培養學生說服傳播、研究方法和職業責任的基本知識。選修科則旨在為學生提供為商業和公共部門制定傳播策略和活動方面的知識和技能。

學生必須完成24個學分才能獲得學位。每個學科有3個學分。畢業需要修滿四個必修科和四個選修科。若要修讀專業外的選修科，須取得策略傳播碩士課程批准，且不可超過兩科。



# Study Plan

## 學習計劃

### Full-time Study Mode 全日制

#### One-Year Study Plan 一年學習計劃

##### Semester 1 第一學期

2 Cores + 2 Electives 2個必修科 + 2個選修科

##### Semester 2 第二學期

2 Cores + 2 Electives 2個必修科 + 2個選修科

### Part-time Study Mode 兼讀制

#### Two-Year Study Plan 二年學習計劃

##### Semester 1, First Year 第一學年，第一學期

2 Cores 2個必修科

##### Semester 2, First Year 第一學年，第二學期

2 Cores 2個必修科

##### Semester 1, Second Year 第二學年，第一學期

2 Electives 2個選修科

##### Semester 2, Second Year 第二學年，第二學期

2 Electives 2個選修科

## Module List

### 課程表

#### Core Modules List 必修科

STC5001	Strategic Communication Theories 策略傳播理論	STC5003	Global Issues and Social Responsibility 全球議題與社會責任
STC5002	Research and Data Analytics 研究方法及數據分析	STC5004	Communication Planning and Campaigns 傳播活動及策劃

#### Elective Modules List 選修科

Area 1 Public Affairs Communication 範疇1 公共事務傳播		Area 2 Corporate Engagement Communication 範疇2 企業傳播	
STC5121	Advocacy and Lobbying 倡議與遊說	STC5181	Brand Strategy and Consumers Communication 品牌策略與消費者傳播
STC5122	Public Communication and Social Marketing 公共傳播與社媒營銷	STC5182	Corporate Social Responsibility and Sustainability 企業社會責任與永續發展
STC5123	Public Affairs and Governance 公共事務與管治	STC5183	Stakeholders Communication and Engagement 持份者傳播及參與
STC5124	Crisis and Issues Management 危機及議題管理	STC5184	Digital and Mobile Marketing 數碼及移動通訊營銷
STC5190	Capstone in Strategic Communication 策略傳播整合專案	STC5190	Capstone in Strategic Communication 策略傳播整合專案
STC5191	Topical Studies in Public Affairs Communication 公共事務傳播專題研究	STC5192	Topical Studies in Corporate Engagement Communication 企業傳播專題研究



## Graduates' Sharing 畢業生分享



Mr TSE Tak Hei, Leo  
(2020/21 Graduate)

Two years have passed in the blink of an eye. When I applied for this programme, I hoped to enrich my knowledge on Public Affairs Communication, which matched with my job duties at the Information Services Department, HKSAR Government.

After studying this programme, I am amazed by the variety of courses offered. It not only offers theory courses for laying a good research foundation, but also practical courses on Public Affairs which I find relevant to my everyday work.

My favourite course in this programme is Crisis and Issues Management. It introduces various crisis communication theories which can be used as guidance for preparing, handling and evaluating real-life crisis. Through class discussions and formulation of a crisis management plan with my classmates, I have found great interest in studying the crisis management of the Government.

I think the most unforgettable experience of my postgraduate study is that I only went to our campus twice and never went there ever again. Due to COVID-19, we had to complete our courses online and didn't have the chance to meet the teachers and classmates in person. This is definitely my most special and unforgettable experience that we overcame lots of difficulties and successfully obtained our Master's Degree by being each other's net friends. Although we couldn't sit side by side to discuss and study together, I could feel how hard our teachers tried to help us and how genuine they wanted us to have a prosperous future. How lucky I was to have such great mentors and excellent classmates. Hope we can achieve what we want in the future and have a chance to meet and learn from each other in near future! The best is yet to come!



Ms WANG Xiaoling  
(2020/21 Graduate)



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Since my programme started in 2019, access to campus had been restricted from time to time as a result of the social movement in 2019 followed by the pandemic 2020.

It must have been challenging to arrange classes, assignments, examinations and even site visits under the situation. I appreciate that everyone made the best effort to continue teaching and learning.

In the end we not only learned the course-related knowledge and ideas, but also managed to carry out discussions and presentations using different communication software.

It was the toughness that made the learning experience irreplicable and precious.



Ms SO Man Ho  
**(2020/21 Graduate)**

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Ms CHOW Suk Han Annie  
**(2019/20 Graduate)**

After 20 years of work, I felt that I needed to re-sharpen my professional skill in the industry. Very quickly after joining this master program, I found that the learning experience was so much rewarding. The study tour organized by the professors with the top professionals in the field was very practical and remarkable, I am grateful for this education.

For many of us, the path of completing this master program during the coronavirus pandemic was much more difficult. We were not able to meet and discuss during the class, some of our classmates even had to postpone their study plan due to the border quarantine requirement. I am so blessed to have tremendous support from the professors and family to overcome all the challenges.

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## Admission Requirements 申請要求

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.

1. 具有認可的大學學士學位或同等資歷
2. 若申請人並非在以英語教學的院校取得學士學位，須具備以下的英語能力要求：  
托福  $\geq$  550 (筆考)， $\geq$  213 (機考)， $\geq$  79 (網考)；  
雅思  $\geq$  6.5；  
大學英語六級考試  $\geq$  430；  
英語專業四級考試  $\geq$  70

申請人若有傳播學 / 工商管理學 / 政治學 / 社會科學的學歷背景，會獲優先考慮





## Programme Duration 修讀年期

One to Five Years  
(Full-time / Part-time)

一至五年  
(全日制 / 兼讀制)



## Graduation Requirements 畢業要求

- Complete a minimum of 24 credits as laid down in the programme curriculum
- Obtain a minimum cumulative GPA of 2.5
- 修滿8個科目，共24學分
- GPA至少達到2.5







## Application for Admission 入學申請

Applicants can submit their applications at <https://registration.hsu.edu.hk/pga/>.

申請人可透過恒大大網上入學申請系統（<https://registration.hsu.edu.hk/pga/>）遞交申請。

## Enquiries 查詢

### Programme 課程

Email 課程查詢: [masc@hsu.edu.hk](mailto:masc@hsu.edu.hk)

Tel 電話: 3963 5228

### Registry 教務處

Email 入學查詢: [tpgadmission@hsu.edu.hk](mailto:tpgadmission@hsu.edu.hk)

Tel 電話: 3963 5710

Address 地址: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

Website 網頁: <https://scom.hsu.edu.hk/en/master-of-arts-strategic-communication/>

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.

本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.  
香港恒生大學是一間於香港註冊成立之擔保有限公司。

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QF Level: 6

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