



策略傳播文學碩士

Master of Arts in Strategic Communication (MA-SC)

Craft your communication strategies. Position yourself for leadership!



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



傳播學院
SCHOOL OF COMMUNICATION



Message from the Programme Director 課程主任的話

All organisations 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 rapidly 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 (MA-SC) programme at The Hang Seng University of Hong Kong (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 programme 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！



Dr SONG Zhaoxun, Howard
Programme Director
Master of Arts 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
宋昭勛博士



Programme Overview

課程概覽

Objectives

課程目標



Designed for working professionals and future-to-be experts who can embrace the rapidly changing social environment and communication landscape, the MA-SC Programme provides comprehensive knowledge in communication theories, the 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.
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.

1. 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. 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。



Curriculum 課程安排

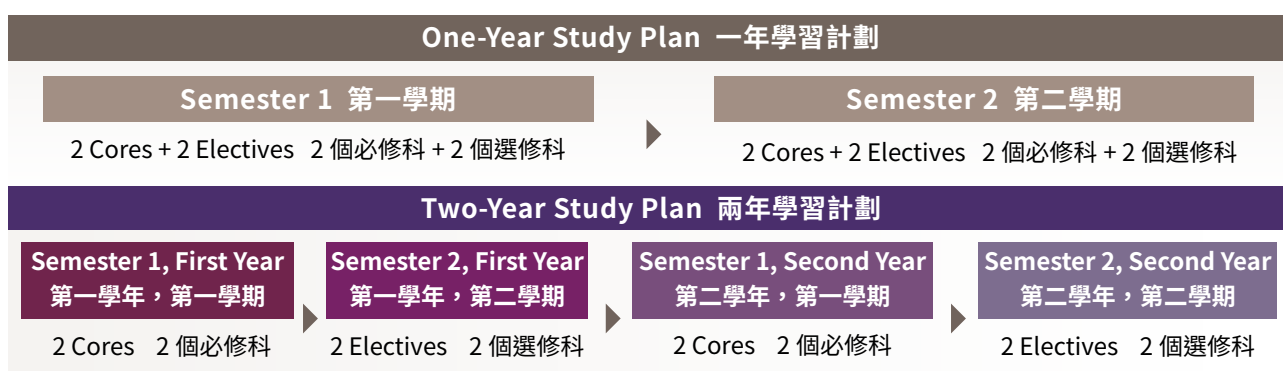
The MA-SC Programme is structured into two concentrations: Public Affairs Communication and Corporate Engagement Communication.

策略傳播碩士課程分為兩個範疇：公共事務傳播及企業傳播。

Modules are grouped into cores and electives. 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。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。

Recommended Study Plan 建議學習計劃



Module List 課程表

Core Modules 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 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



Who should study/apply? 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; and
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

Students' Sharing 學生分享



策略傳播碩士課程對自己的生活和工作的幫助。所學的理论都能運用到實際生活中去，我希望利用傳播理論建立國內唯一生涯諮詢協作聯盟。

Ms DING Zi
(*Student of 2023 Entry*)

這個 Programme 讓我學習到怎麼去溝通和公關，怎麼去制定 strategies 和 tactics，怎麼更好地去發展公司！

Mr HUANG Qu
(*Student of 2023 Entry*)



教授的細致講解開闊了我們的思路，教會我們應用策略傳播學理論技巧去處理關於 public affairs 相關問題，令我們獲益匪淺。

Mr GAO Zekun
(*Student of 2023 Entry*)

作為自媒體從業者，策略傳播課程讓我對傳播從理論到實踐都有了全新的認知，老師們深入淺出的教學也讓人獲益匪淺。

Mr GAN Quan
(*Student of 2023 Entry*)



策略傳播讓我學會更有效地溝通，更好地打造個人品牌形象。

Ms HAN Lili
(*Student of 2023 Entry*)

Campus Life 校園生活

- The HSUHK provides a rich and vibrant campus life, enabling students to develop their potentials, broaden their exposure, and build up their social and business networks.
- HSUHK is the first self-financing institution to adopt elements of a Residential College approach. The Residential Colleges with 1,200 places are established so that students could benefit from the dynamic and inspiring hall life education programmes. Themes of the four Residential Colleges are respectively Cultural Diversity, Healthy Living, Community Service and Sustainability, which echo the University's "Liberal + Professional" education model.
- 恒大提供多姿多采的校園生活，讓學生發展潛能，拓闊學習視野，建立社交及商業網絡。
- 恒大是全港首間自資院校引入住宿式書院，學生宿舍提供 1,200 個宿位，每家書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」教育模式互相呼應。

Admission Requirements 入學要求



1. A bachelor's degree from a recognised university or equivalent
2. English language proficiency requirements if the applicants' bachelor's degree was not obtained from a university where English is the medium of instruction:
 - a. A minimum of 550 (paper-based); 213 (computer-based); 79 (internet-based) in TOEFL / TOEFL iBT Special Home Edition @; or
 - b. A minimum of 6.5 in IELTS / IELTS Online / IELTS Indicator @; or
 - c. A minimum of 430 in College English Test-Band 6 (CET-6) or "Pass" if the test was taken before June 2005; or
 - d. Equivalent of the above

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：
 - a. 托福 (TOEFL) 成績不低於 550 分 (筆考) ; 213 分 (機考) ; 79 分 (網考) / 托福 iBT 家庭版 (TOEFL iBT Special Home Edition) @ ; 或
 - b. 雅思 (IELTS) / 雅思 (IELTS Online / Indicator) 成績不低於 6.5 @ ; 或
 - c. 大學英語六級考試 (CET-6) 430 分或「及格」 (如考試時間在 2005 年 6 月之前) ; 或
 - d. 以上同等成績

@ TOEFL and IELTS results are considered valid two years from the test date.

@ 托福 (TOEFL) 和雅思 (IELTS) 成績自考試之日起兩年內有效。

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
- cGPA 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

Tel 電話 : 3963 5228

Registry 教務處

Email 入學查詢 : 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

QF Level: 6

QR Registration No.: 18/000852/L6

Registration Validity Period: 08/11/2018 – 31/08/2025

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。

Information updated as of April 2024. Please refer to the homepage for the latest programme information.

有關資料更新至 2024 年 4 月。請瀏覽課程網站以獲取最新資訊。

MA-SC



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