



娱乐媒体管理与传播 文学硕士

Master of Arts in
Entertainment Media Management and
Communication (MA-EMMC)



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 课程主任的话

The Master of Arts in Entertainment Media Management and Communication (MA-EMMC) offers a specialized curriculum designed to equip students with integrated knowledge for success in the dynamic entertainment media industry. Emphasizing the management, merchandising, marketing, and communication aspects of entertainment media products in both digital and mass media contexts, the programme fosters a robust understanding of business operations within the creative and entertainment sectors. Supported by extensive corporate networks in media and creative industries, it aims to cultivate ethical professionals who can navigate the entire value chain of the entertainment media industry.

娱乐媒体管理与传播文学硕士（MA-EMMC）是一个专为学生提供，在充满活力的娱乐媒体行业中取得成功所需的综合知识的课程。课程强调以娱乐媒体产品在数码和大众媒体环境中的管理、商品化、市场推广和传播，培养学生对创意及娱乐行业商业运营的深入理解。凭借广泛的媒体和创意产业企业网络支持，课程旨在培养能够驾驭娱乐媒体行业整个价值链的道德专业人士。



Dr CHAN Chi Kit
Programme Director
Master of Arts in
Entertainment Media
Management and
Communication
娱乐媒体管理与传播文学硕士
传播学院副教授
陈智杰博士

Programme Overview

课程概览



The Master of Arts in Entertainment Media Management and Communication (MA-EMMC) offers a specialized curriculum designed to equip students with integrated knowledge for success in the dynamic entertainment media industry.

娱乐媒体管理与传播文学硕士 (MA-EMMC) 是一个专为学生提供，在充满活力的娱乐媒体行业中取得成功所需的综合知识的课程。

Programme Characteristics

课程特点

- Provides specialized training that sets it apart by targeting the unique aspects of entertainment media, such as merchandising, marketing, and business operations, rather than general media production or creative performance.
- Cutting-edge theories and concepts in entertainment media management and communication, empowering you to stay ahead in a fast-evolving industry.
- Hands-on application of knowledge in real-world business contexts across digital and traditional platforms, preparing you to tackle industry challenges with confidence.
- Mastery in crafting and executing communication strategies that captivate stakeholders and drive success in entertainment sectors, boosting your professional edge.
- Building ethical leadership and digital media literacy skills, transforming you into a responsible innovator ready to make a positive impact.
- Seamless integration of HSUHK's renowned business education heritage and vast industry networks, opening doors to exciting opportunities in Hong Kong's thriving creative and entertainment landscapes.
- 提供针对娱乐媒体独特方面的专业培训，如商品化、市场推广和商业运营，而非一般媒体制作或创意表演。
- 提供创先的娱乐媒体管理和传播理论与概念，使您在快速发展的行业中保持领先。
- 应用知识于现实商业环境中，跨越数码和传统平台，增强您应对行业挑战的信心。
- 掌握制定和执行吸引利益相关者的传播策略，提升您的专业竞争力。
- 培养道德领导力和数字媒体素养技能，将您转化为负责任的创新者，为行业带来积极影响。
- 无缝整合香港恒生大学著名的商业教育传统和广泛的行业网络，为您在香港蓬勃发展的创意和娱乐领域开启激动人心的机会。

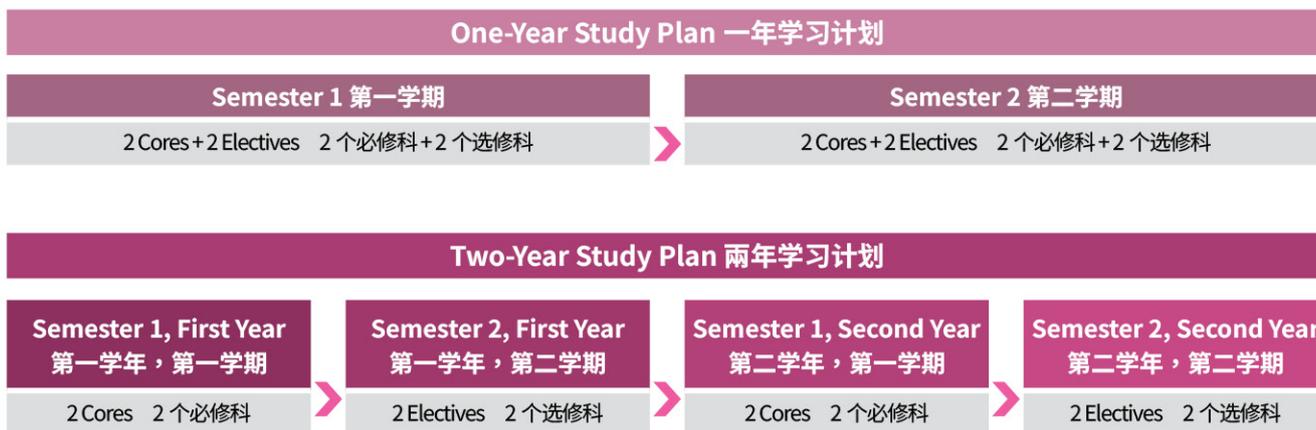


Curriculum 课程结构

The Programme comprises core and elective modules, totaling 24 credits (8 modules, each worth 3 credits) for graduation.

课程包括必修学科和选修学科两类，学生必须完成总共 24 学分才能毕业 (8 个学科，每个 3 学分)。

Recommended Study Plan 建议学习计划



Module List 课程表

Core Modules 必修科目			
EMC5001	Communication and Entertainment Media Management 传播与娱乐媒体管理	EMC5003	Entertainment Journalism and Media Representation 娱乐新闻与媒体呈现
EMC5002	Media Studies and Audience Analysis 媒体研究与受众分析	EMC5004	Merchandising of Entertainment Media Product 娱乐媒体产品商品化

Elective Modules 选修科目 (选四个科目)			
EMC6001	Corporate Communication of Entertainment Media 企业传讯与娱乐媒体	EMC6005	Celebrity Studies 名人研究
EMC6002	Expo and Event Management Practicum 展览与活动管理实务操作	EMC6006	Digital Public Relations and Entertainment 数码公共关系与娱乐
EMC6003	Campaign Strategies and Planning for Entertainment Media 娱乐媒体行销策略与计划	EMC6011	Capstone Project 整合专案
EMC6004	Financing of Entertainment Media 娱乐媒体财务		





Recommended Audience 课程对象

The programme is suitable for people from different backgrounds:

- Creative individuals passionate about entertainment media, seeking to build expertise in management, merchandising, and communication.
- Practitioners in media, communication, or creative industries looking to advance skills in business operations, marketing, and stakeholder engagement.
- Business professionals aiming to enter or strengthen their role in entertainment sectors, such as film distribution, event management, or celebrity handling.
- Recent graduates from communication studies, journalism, business, or related disciplines to gain specialized knowledge and boost employability.
- Career changers transitioning into entertainment media roles, acquiring formal training in areas typically learned on-the-job.

本课程适合来自不同背景的人士：

- 对娱乐媒体充满热情的创意人士，寻求在管理、商品化和传播领域建立专业知识。
- 媒体、传播或创意行业的从业人员，希望提升商业运营、市场推广和利益相关者参与的技能。
- 希望进入或加强在娱乐行业（如电影发行、活动管理或名人管理）角色的商业专业人士。
- 传播学、新闻学、商业或相关学科的应届毕业生，获取专业知识以提升就业能力。
- 转行进入娱乐媒体行业的人员，获取通常在工作中学习的正式培训。

Campus Life 校园生活

- 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.
- 香港恒生大学提供多姿多采的校园生活，让学生发展潜能，拓阔学习视野，建立社交及商业网络。



Career Prospects 就业前景



Graduates can pursue diverse opportunities in the growing entertainment media sector, driven by the promising overseas and local demands in entertainment and creative industries, including media distribution, merchandising, and marketing.

毕业生可在快速增长的娱乐媒体行业中追求多元化机会，受到本地和海外对娱乐和创意产业需求的推动，包括媒体发行、商品化和市场推广。

Career Choice 职业选择



Entertainment Media Manager
娱乐媒体经理



Merchandising Specialist
商品化专家



Marketing and Campaign Strategist
市场推广和活动策划师



Event and Expo Manager
活动和博览会经理



Celebrity and Talent Manager
名人和艺人经理



Digital Public Relations Officer
数位公共关系专员



Corporate Communication Consultant
企业传讯顾问



Entertainment Journalist
娱乐记者



Finance and Operations Analyst in Media
媒体财务和运营分析师

Industries / Companies 行业 / 公司



Film and Cinematic Industries
电影和影视产业



Media Distribution and Promotion
媒体发行和推广



Creative and Cultural Enterprises
创意和文化企业



Advertising and Public Relations
广告和公共关系



Event Management and Exhibitions
活动管理和展览



Digital Platforms and Social Media
数码平台和社交媒体



Non-Governmental Organizations in Arts
艺术非政府组织



Government Cultural Initiatives
政府文化项目



Consultancy Firms in Entertainment Business
娱乐业务咨询公司



Admission Requirements 入学要求

1. Hold a bachelor's degree from a recognised university or equivalent; and
 2. Fulfil one of the following Chinese language proficiency requirements:
 - Hold a recognised degree for which the medium of instruction is Chinese; or
 - Attained Level 3 in Chinese Language of HKDSE or ≥ 100 in Chinese Language of JEE; or
 - Attained Level 5 (第五级) in Hanyu Shuiping Kaoshi (HSK) (汉语水平考试); or
 - Possess other equivalent qualifications in Chinese language
1. 持有认可大学颁发的学士学位或同等学历；以及
 2. 满足以下其中一项中文语言能力要求：
 - 持有以中文为教学语言的认可学位；或
 - 在香港中学文凭考试 (HKDSE) 中文科取得 3 级或以上，或在联招考试 (JEE) 中文科取得 100 分或以上；或
 - 在汉语水平考试 (HSK) 中取得第五级；或
 - 具备其他同等的中文语言资格。

Programme Duration and Study Mode 修读年期及模式

One to Two Years (Full-time / Part-time)
一至两年 (全日制 / 兼读制)



Graduation Requirements 毕业要求

To be eligible for the award of the Master of Arts in Entertainment Media Management and Communication, students are required to satisfy the following:

1. Pass 4 core modules and 4 elective modules (24 credits) with a Grade D or above; and;
2. Obtain a cumulative GPA of at least 2.0.

学生符合以下要求将获颁娱乐媒体管理与传播文学硕士学位：

1. 以 D 或以上等级通过 4 科必修科目和 4 科选修科目 (共 24 学分)；以及
2. 获得累积平均绩点达 2.0 或以上。



Application for Admission 入学申请

Applicants can submit their applications at <https://registration.hsu.edu.hk/pga/>
申请人可透过恒大大网上入学申请系统 (<https://registration.hsu.edu.hk/pga/>) 递交申请。

Enquiries 查询

Programme 课程

Email 课程查询: maemmc@hsu.edu.hk
Tel 电话: 3963 5699

Registry 教务处

Email 入学查询: tpgadmission@hsu.edu.hk
Tel 电话: 3963 5710

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

QF Level: 6

QR Registration No.: 25/001257/L6

Registration Validity Period: 01/09/2026 - 31/08/2029

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

本课程简介内容以英文版本为准，中文译本仅供参考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

香港恒生大学是一间于香港注册成立之担保有限公司。

Information updated as of February 2026. Please refer to the homepage for the latest programme information.

有关资料更新至 2026 年 2 月。请浏览课程网站以获取最新信息。

MA-EMMC

