HKUSPACE Stanley Ho Community College PO LEUNG KUK
香港大學專業進修學院保良局何鴻燊社區書院



2027/28 Programme 課程

Associate of Applied Social Sciences in Digital Communication, Public Relations and Media in Practice

應用社會科學副學士 (數碼傳訊、公關及媒體實務)

QF Level 資歷架構級別： 4
QR Registration No. 資歷名冊登記號碼：26/000969/L4
Validity Period 登記有效期：01/09/2027 - ongoing 登記持續有效

This programme was formerly known as Associate of Applied Social Sciences in Communication, Public Relations and Journalism (currently registered on the Qualifications Register with QR Registration No: 07/001827/4) and will be retitled as Associate of Applied Social Sciences in Digital Communication, Public Relations and Media in Practice with effect from the 2027–28 academic year.
本課程前身為應用社會科學副學士 (傳理、公關及新聞) (現獲資歷名冊登記，登記編號為 07/001827/4)，並於 2027-28 學年起改名為應用社會科學副學士(數碼傳訊、公關及媒體實務)。

Successful completion of this programme leads to an award within The University of Hong Kong system through HKU SPACE.
學生成功修畢課程，均按香港大學體制，經香港大學專業進修學院頒授副學位。

Application code 報名編號
ASSDCPM

Programme Aims & Features 課程目標及特點

- Communicate ideas in a manner appropriate to the circumstance using English and Chinese languages (oral and written) in social and academic contexts;
- Use information technology and quantitative/ numerical skills to manage information and solve daily life problems;
- Analyse and integrate fundamental concepts and ideas across a broad range of core curriculum subjects and specialism courses to describe their relevance to human experiences;
- Acquire a solid foundation of knowledge and skills as required for the pursuit of higher-level studies in Social Sciences;
- Apply the theories and practice of digital communication, public relations and media in practice in the context of Hong Kong;
- Integrate and assess AI-enhanced tools and techniques for strategic planning, content production, Chinese and English writing and presentation in cross-platform media operations in professional contexts.

- 在各種學術場合和日常社交中，使用中英雙語（口語和書面語），以有效的方式溝通；
- 運用資訊科技及定量 / 數值分析技能，管理資訊和解決日常生活問題；
- 分析和整合核心的課程內容和專科課程的基本概念與思想，以闡述其與個人與群體 / 社區之間關聯的經驗；
- 為進修更高階的社會科學課程，獲得所需的扎實知識與技能基礎；
- 在香港的背景下，應用數碼傳訊、公共關係和媒體實務的理論和操作；
- 在專業範疇和工作環境中，運用人工智能輔助工具與技術，整合與評估策略規劃、內容製作、中英文寫作及跨媒體平台操作。

Specialism Courses 專業主修科目

Year 1

- Foundation Psychology
- Principles of Sociology
- Creative Multimedia Chinese Writing and News Production & Editing#

Year 2

- Chinese Television and Radio News Production#
- Communication Theories
- Public Relations Writing and Presentation
- Public Relations Planning and Event Management
- Communication and the New Media

This core subject is taught in Chinese; students are required to write and present in Chinese. 此乃必修科目，以中文教授，學生亦須能以中文寫作及匯報。

Opportunities for Further Studies 升學前景

Graduates are eligible to apply for admission to Bachelor's degree programmes in Social Sciences or other related disciplines offered by local universities (including HKU). The list below shows the degree offers that our graduates/ students received in the past*:
畢業生可升讀由本地大學（包括香港大學）開辦的社會科學或相關的學士學位課程。以下為本課程畢業生 / 學生曾獲取錄的學位課程*：

The University of Hong Kong

Bachelor of Journalism
Bachelor of Arts
BASc Social Data Science
Bachelor of Social Sciences
BSc Information Management

Hong Kong Baptist University

Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising)
BSocSc (Hons) Sociology
Bachelor of Social Sciences (Hons)
BSocSc (Hons) Global & China Studies
BSocSc (Hons) European Studies - German Stream

The Chinese University of Hong Kong

BA Cultural Management
BSSc Gender Studies
BSSc Global Studies
BSSc Journalism and Communication
BSSc Social Work
BSSc Sociology

The Hong Kong Polytechnic University

BA (Hons) Social Policy and Social Entrepreneurship
BA (Hons) Applied Ageing Studies and Service Management

City University of Hong Kong

BA Media and Communication
BA Digital Television and Broadcasting
BA Linguistics and Language Applications
BA Translation and Interpretation
BAS New Media
BSocSc Asian and International Studies
BSocSc Criminology and Sociology
BSocSc Environmental Policy
BSocSc Public Affairs and Management
BSocSc Public Policy and Politics

The Education University of Hong Kong

BSocSc (Hons) Global and Hong Kong Studies
BSocSc (Hons) Psychology
BSc (Hons) Sports Science and Coaching

* The above list is not exhaustive and only shows some of the examples. 以上列表只提供部分升學例子以作參考。

Contact Us 聯絡我們
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