

BACHELOR OF ARTS IN COMMUNICATION (PUBLIC COMMUNICATION)**ADVANCED STANDING PACKAGE**

College of Higher Vocational Studies, City University of Hong Kong

Under the proposed credit transfer scheme detailed below, students enrolling in the Bachelor of Arts in Communication (Public Communication) who have completed the *Associate of Arts in English for Professional Communication* from the College of Higher Vocational Studies, City University of Hong Kong with a Credit or B average or better are eligible to apply for exemption from the subjects listed below.

Students eligible for the package will receive exemption for 48 credit points which is equivalent to one year of full time study. A suggested programme of study is provided although this may be varied with the approval of the Undergraduate Program Director.

Subjects exempted*Compulsory subjects*

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|---|------------------------|
| 50105 Communication and Information Environments | 6 credit points |
| 50118 Public Communication Processes | 6 credit points |
| 50106 Media Information and Society | 6 credit points |
| 50495 Research & Writing for Public Communication | <u>6 credit points</u> |
| | 24 credit points |

Elective subjects

| | |
|---------------------------|------------------|
| 3 x Unspecified electives | 24 credit points |
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A suggested program of study for completion of the course in 4 semesters of full time study is outlined overleaf. It is recommended that students seeking to vary this consult the Undergraduate Program Director.

**BACHELOR OF ARTS IN COMMUNICATION (PUBLIC COMMUNICATION)
SUGGESTED PROGRAMME OF STUDY**

YEAR 1

Autumn Semester

| | |
|---|------------------------|
| 50107 Rethinking Culture | 6 credit points |
| 50109 Power and Change in Australia | 6 credit points |
| 50159 Public Relations Principles <i>or</i> | |
| 50497 Advertising Principles and Production | <u>8 credit points</u> |
| | 20 credit points |

Spring Semester

| | |
|---|------------------------|
| 50108 Contemporary Cultures | 6 credit points |
| 50111 Colonialism and Modernity | 6 credit points |
| Elective | 8 credit points |
| 50160 Public Relations Strategies <i>or</i> | |
| 50496 Advertising Creative Strategies | <u>8 credit points</u> |
| | 28 credit points |

YEAR 2

Autumn Semester

| | |
|--|------------------------|
| 50480 Conceptual Frameworks for Public Communication | 8 credit points |
| 300 level Communication and Information Studies subject | 8 credit points |
| 50214 Public Communication Contexts & Applications <i>or</i> | |
| Strategic Advertising Contexts & Applications | <u>8 credit points</u> |
| | 24 credit points |

Spring Semester

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|--|------------------------|
| 50125 Communication and Audience | 8 credit points |
| A subject chosen from any Disciplinary strand | 8 credit points |
| 50215 Public Communication Professional Practice <i>or</i> | |
| 50652 Advertising Professional Practice | <u>8 credit points</u> |
| | 24 credit points |

Advanced standing 48 credit points (24 from compulsory subjects; 24 from electives)

To be completed 96 credit points

CRICOS CODE: 00099F
August 2006