

Four-Year Study Plan of Media and Communication Studies Programme (2025 cohort)

Rev 20260129

Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (57 Units)											
(i) MR Courses on Media/Communication Theories											
COMM1023	Fundamentals of Communication	3									
MCOM1003	Introduction to Media Studies			3							
MCOM1013	New Media, Culture and Society			3							
MCOM2013	Communication Theories I				3						
MCOM2023	Communication Theories II					3					
MCOM3003	Media in China							3			
MCOM3093	Media Research Methods							3			
MCOM3133	Media Law and Ethics								3		
MCOM3123	International Communication									3	
MCOM4003	Advanced Topics in Media Studies										3
(ii) MR Courses on Practical Skills											
MCOM2033	Foundations of News and Feature Reporting				3						
MCOM2083	Multimedia Production I Video Production for Journalism					3					
MCOM2053	Reporting Laboratory (1)							3			
MCOM3023	Reporting Laboratory (2)								3		
MCOM3173	Gender, Identity and the Media								3		
MCOM4103	AI and Journalism									3	
MCOM4013	Convergent Journalism										3
MCOM4073	Final Year Project (MCOM)										6
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04								3	3	6	
III. University Core Courses (37 Units)											
UCLC1003	University Chinese			3							
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCAI1003	Introduction to AI Literacy	3									
CHII103	Introduction to Modern Social Theories				3						
CHII203	Morality and Foundations of Law			3							
CHII063	Chinese Culture and Modern China					3					
CHII073	Contemporary Chinese Society and Thought I	3									
CHII253	Contemporary Chinese Society and Thought II					3					
CHII193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts ^②					1					
WPEX2023/ WPEX2033	Voluntary Service ^② , or Environmental Awareness ^②				1						
UCHL1XX3	Healthy Lifestyle ^②	1		1		1					
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^③				3						
	Quantitative Reasoning ^③	3									
	Values and the Meaning of Life ^③			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^③ , or Science, Technology and Society ^③ , or Sustainable Communities ^③					3 ^④		3			
Level 3 GE Capstone Courses	Service-Learning Course ^③ , or Service Leadership Education Course ^③ , or Experiential Learning Course ^③ , or Interdisciplinary Independent Study ^③									3	
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^⑤		3	3			3	6	3	3
Total Units: 148		19	2	23	16	17	2	18	18	18	15

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ Students are recommended to take FE courses offered by the MCOM Programme.

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

Four-Year Study Plan of Digital Global Communication plus Media and Communication Studies Programme (2025 cohort)

Rev 20260226

Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (57 Units)											
(i) MR Courses on Media/Communication Theories											
COMM1023	Fundamentals of Communication	3									
MCOM1003	Introduction to Media Studies			3							
MCOM1013	New Media, Culture and Society			3							
MCOM2013	Communication Theories I				3						
MCOM2023	Communication Theories II					3					
MCOM3003	Media in China						3				
MCOM3093	Media Research Methods						3				
MCOM3133	Media Law and Ethics							3			
MCOM3123	International Communication								3		
MCOM4003	Advanced Topics in Media Studies									3	
(ii) MR Courses on Practical Skills											
MCOM2033	Foundations of News and Feature Reporting				3						
MCOM2083	Multimedia Production I Video Production for Journalism					3					
MCOM2053	Reporting Laboratory (1)							3			
MCOM3023	Reporting Laboratory (2)								3		
MCOM3173	Gender, Identity and the Media								3		
MCOM4103	AI and Journalism									3	
MCOM4013	Convergent Journalism										3
MCOM4073	Final Year Project (MCOM)										6
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04								3	3	6	
III. University Core Courses (37 Units)											
UCLC1003	University Chinese			3							
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCAI1003	Introduction to AI Literacy	3									
CHII103	Introduction to Modern Social Theories				3						
CHI1203	Morality and Foundations of Law			3							
CHI1063	Chinese Culture and Modern China					3					
CHI1073	Contemporary Chinese Society and Thought I	3									
CHI1253	Contemporary Chinese Society and Thought II					3					
CHI1193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts ^②					1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④				1						
UCLH1XX3	Healthy Lifestyle ^⑤	1		1		1					
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⑥ Quantitative Reasoning ^⑦ Values and the Meaning of Life ^{⑧⑨}				3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑩ , or Science, Technology and Society ^⑪ , or Sustainable Communities ^⑫					3 ^⑬		3			
Level 3 GE Capstone Courses	Service-Learning Course ^⑭ , or Service Leadership Education Course ^⑮ , or Experiential Learning Course ^⑯ , or Interdisciplinary Independent Study ^⑰									3	
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^{⑱*}		3	3 ^{⑲*}			6 ^{⑳*#}	3 ^{㉑#}	3 ^{㉒*}	3
Total Units: 148		19	2	23	16	17	2	21	15	18	15

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ Students are suggested to take GFVM1033 Ethics in An Era of Artificial Intelligence and Robotics under this category.

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

* **Common Core Course (Required) - CCR**

⑤ Students are required to take DSS2043 Machine-Learning Mathematics for Non-Science Students under FE.

⑥ Students are required to take COMM3123 Digital Research for Humanities and Social Sciences under FE.

⑦ Students are required to take xxxx AI Tools for Creative Process and Transmedia under FE.

⑧ Students are required to take xxxx FYP II under FE.

Common Core Course (Elective) - CCE:

GLD2053 Global Digital Transformation: AI, IoT and Blockchain
MCOM4093 Technoculture
PRA4073 Big Data and Advertising
PRA4083 Design Thinking and User Experience for Digital Innovation
TRA3123 Computer-Aided Translation
xxxx Digital Storytelling for Transmedia
xxxx Algorithmic Culture
xxxx Data Visualisation

⑨ Students are required to take one of the above CCE courses under FE.

⑩ Students are required to take one of the above CCE courses under FE.

ME Course List of MCOM (2025 cohort)

Rev 20260120

Course Code	Course Title	Units
<i>ME Courses on Media/Communication Theories</i>		
CCGC3093	Understanding Communication in Chinese Culture	3
CCGC4033	Aesthetics of Chinese Cinema	3
CCGC4073	Chinese Cultural Resources and Creative Industries	3
COMM2033	Persuasion and Social Influence	3
COMM3013	Introduction to Fashion Communication	3
COMM3023	Organizational Communication	3
COMM3033	Social Media Communication	3
COMM3043	Public Affairs and Communication	3
COMM3053	Health and Science Communication	3
COMM3073	Advanced Qualitative Research in Communication	3
COMM3083	Advanced Quantitative Research in Communication	3
COMM3093	Media and Mental Health	3
COMM3103	Music as Communication	3
COMM3113	Sustainability and Communication	3
COMM4003	Unveiling Tomorrow ' s Media: Challenges and Tools in Communication	3
MCOM2043	Documentary Film Classics	3
MCOM2073	History of East Asian Media and Culture	3
MCOM2093	Popular Culture and Journalism	3
MCOM3043	Culture, Media and Tourism	3
MCOM3053	Seminar in Cultural Theories and Globalisation	3
MCOM3063	Social Media Analytics	3
MCOM3073	Risk, Crisis, and Communication	3
MCOM3163	Study on Intercultural Communication Issues	3
MCOM3193	Journalism and Truth	3
MCOM3203	The Language of Journalism	3
MCOM3253	Theory and Practice of Online Video	3
MCOM4053	Analysis of Media Content and Media Frames	3
MCOM4093	Technoculture	3
PRA2053	Cases Studies in Public Relations and Advertising	3
PRA4003	Advertising and Society	3
PRA4013	Special Topics in Public Relations and Advertising	3
PRA4083	Human Computer Interaction Design Thinking and User Experience for Digital Innovation	3
<i>ME Courses on Practical Skills</i>		
COMM3063	Trans-editing for Journalism and Public Relations	3
MCOM2063	Foundation of Photojournalism	3
MCOM2103	Entertainment Journalism	3
MCOM2113	International Organizations Reporting	3
MCOM3033	Internship (MCOM)	3
MCOM3103	Multimedia Production II-Documentary Storytelling	3
MCOM3113	Multimedia Production III	3
MCOM3223	International News	3
MCOM3263	Chinese News and Feature Writing	3
MCOM4063	Business and Financial Reporting	3
MCOM4083	Advanced Audio Production	3
PRA3073	Branding in Advertising	3