

# Master of Arts in **STRATEGIC COMMUNICATION** (MA-SC)

## 策略傳播文學碩士



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



傳播學院  
SCHOOL OF COMMUNICATION

## Message from Programme Director



**Professor Paul S N LEE, PhD**  
**Programme Director**  
**MA in Strategic Communication**  
**School of Communication**

**Strategic Communication** involves “orchestrated communication efforts with a master plan to influence a public policy or to promote an agenda”. Being “strategic” is communicating proactively the right message through right channels to the right audience with the right effect. The Master of Arts in Strategic Communication (MA-SC) Programme is designed to provide most updated knowledge and professional training to students who want to pursue a career and excel in it in social, political and corporate communication.

Hong Kong, being an advanced modern city, will advance further with more talents devoted to communication for the good of society. This Programme is intended to train professionals who will advance humanity by communicating strategically and conscientiously for the well-being of society, fostering genuine dialogues with “truth”, “rightness” and “sincerity” in the Habermasian ideal of public discourse. “Communicate to advance humanity” is the ultimate concern of the Programme.



# Programme Overview



## Objectives

Designed for working professionals and future-to-be experts who can embrace the rapid changing social environment and communication landscape, the MA-SC Programme provides comprehensive knowledge in communication theories, latest development in media, and current practices in social, political and business communication.



## Uniqueness

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.

# Study Outcomes

# 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**.

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.

# 2



# Who Should Study?

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 legislators' aides, party administrators, 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.
4. **New college graduates** who aspire to start a career in the field of corporate, social and political communication.

# Career Prospects

The MA-SC Programme is designed for those who plan a career in various aspects of political communication and corporate communication, from political parties to NGOs to public relations agencies. Graduates may take up the following careers:

Position	Industry / Companies
PR officer, Crisis communicator	Business
	Political organisations/parties
	Government authorities, NGOs
Journalist, Media strategist, Political campaign consultant	Mass media, Consultancy
Advocacy communicator, Non-profit organisation campaign strategist	NGOs
Advertising executive, Media planner	Advertising
Promoter, Speech writer	Both government and private organisations

# Curriculum

The MA-SC Programme is structured into two concentrations:

**1 Public Affairs Communication**

**2 Corporate Engagement Communication**

Modules are grouped into cores and electives.

The core modules are designed to nurture students with fundamental knowledge of persuasive communication, research methodologies and professional responsibility. The elective modules are designed to provide students with knowledge and skills in communication strategies and campaigns for both business and public sectors.

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.

## Study Plan

### Full-time Study Mode

#### One-Year Study Plan

##### Semester 1

2 Cores + 2 Electives

##### Semester 2

2 Cores + 2 Electives

### Part-time Study Mode

#### Two-Year Study Plan

##### Semester 1, First Year

2 Cores

##### Semester 2, First Year

2 Cores

##### Semester 1, Second Year

2 Electives

##### Semester 2, Second Year

2 Electives

## Module List

### Core Modules List

STC5001	Strategic Communication Theories	STC5003	Global Issues and Social Responsibility
STC5002	Research and Data Analytics	STC5004	Communication Planning and Campaigns

### Elective Modules List

Area 1 Public Affairs Communication		Area 2 Corporate Engagement Communication	
STC5121	Advocacy and Lobbying	STC5181	Brand Strategy and Consumers Communication
STC5122	Public Communication and Social Marketing	STC5182	Corporate Social Responsibility and Sustainability
STC5123	Public Affairs and Governance	STC5183	Stakeholders Communication and Engagement
STC5124	Crisis and Issues Management	STC5184	Digital and Mobile Marketing
STC5190	Capstone in Strategic Communication	STC5190	Capstone in Strategic Communication
STC5191	Topical Studies in Public Affairs Communication	STC5192	Topical Studies in Corporate Engagement Communication



# Teaching Staff



**Professor LEE Siu-Nam, Paul**  
李少南教授  
Programme Director  
*Research and Data Analytics*



**Dr CHAN Chi-Kit**  
陳智傑博士  
*Global Issues and Social Responsibility*



**Dr FONG Kin-Kiu, Ken**  
方健僑博士  
*Digital and Mobile Marketing*



**Mr LAW Wing-Chung**  
羅永聰先生  
*Communication Planning and Campaigns*



**Ms SHEK Hoi-Wai, Fiona**  
石海慧女士  
*Public Communication and Social Marketing*



**Mr TSANG Lap-Ki, Richard**  
曾立基先生  
*Corporate Social Responsibility and Sustainability*



**Mr TSUI Chun-Man, Vincent**  
徐俊文先生  
*Brand Strategy and Consumers Communication*



**Ms WONG Kit-Wai, Elizabeth**  
黃潔慧女士  
*Communication Planning and Campaigns*



**Ms WONG Nga-Lai, Leona**  
黃雅麗女士  
*Digital and Mobile Marketing*



**Dr YANG Haiqin**  
楊海欽博士  
*Research and Data Analytics*



**Mr YAU Shing-Mu**  
邱誠武先生  
*Public Affairs and Governance*



**Dr ZHAO Mengmeng, Sarah**  
趙萌萌博士  
*Crisis and Issues Management*



## Programme Duration

One to Five Years  
(Full-time / Part-time)



## Admission Requirements

1. A bachelor's degree from a recognised university or equivalent
2. English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university where English is the medium of instruction:  
TOEFL  $\geq$  550 (paper-based),  $\geq$  213 (computer-based),  $\geq$  79 (internet-based)  
IELTS  $\geq$  6.5  
CET 6  $\geq$  430  
TEM-4  $\geq$  70

Preference will be given to applicants with a communication/business/political science/social science background.

## Graduation Requirements

- Complete a minimum of 24 credits as laid down in the programme curriculum
- Obtain a minimum cumulative GPA of 2.5





## Application for Admission

Applicants can submit their applications at <https://registration.hsu.edu.hk/pgs/>. The Spring Semester commences on 17 January 2022.

## Enquiries

### Programme

Email: [masc@hsu.edu.hk](mailto:masc@hsu.edu.hk)

Tel: 3963 5662

### Registry

Email: [tpgadmission@hsu.edu.hk](mailto:tpgadmission@hsu.edu.hk)

Tel: 3963 5555

Address: Hang Shin Link, Siu Lek Yuen, Shatin, NT

Website: <https://scom.hsu.edu.hk/en/masc>

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Information updated as of September 2021.

QF Level: 6

QR Registration No.: 18/000852/L6

Registration Validity Period: 08/11/2018 to 31/08/2022

