

2027-2028 : ADMISSION BROCHURE  
招 生 简 章



# MASTER OF ARTS IN STRATEGIC MARKETING COMMUNICATION



## 策略营销传讯文学硕士

一年全日制  
ONE-YEAR FULL-TIME

# 课程简介

## PROGRAMME OVERVIEW

策略营销传播硕士课程提供全面且具前瞻性的教育,帮助学生在瞬息万变的营销环境中脱颖而出。课程重点关注新兴科技与营销传播生态的演变,使毕业生具备策略思维与创新能力,在数字时代中灵活应对、引领潮流。

The Master of Arts in Strategic Marketing Communications programme offers a comprehensive and future-focused education, equipping students with the knowledge and skills to thrive in a fast-changing marketing landscape. With a strong emphasis on emerging technologies and the evolving ecology of communication, this programme prepares graduates to become strategic leaders capable of innovating and adapting in the digital age.

### 本课程旨在培养学生

#### The Programme aims to nurture students to

1. 展示对策略营销传播的全面理解。
  2. 开发和实施有效的营销传播活动。
  3. 利用技术和数字平台增强营销传播策略。
  4. 运用管理技能规划和执行营销传播计划。
  5. 在全球市场中展示创造力和解决问题的能力。
1. Demonstrate a comprehensive understanding of strategic marketing communication.
  2. Develop and implement effective marketing communication campaigns.
  3. Utilize technology and digital platforms to enhance marketing communication strategies.
  4. Apply managerial skills to plan and execute marketing communication initiatives.
  5. Demonstrate creativity and problem-solving skills in the global marketplace.

### 授课语言

#### MEDIUM OF INSTRUCTION

普通话授课,部分讲义及专门用语 辅以英语解说,视乎个别的专修范畴作决定。

Medium of Instruction is Mandarin. Some lecture notes and professional terminology will be supplemented with English.

### 课程修读模式

#### MODE OF STUDY

一年全日制

One-Year Full-Time



## 课程结构 PROGRAMME STRUCTURE

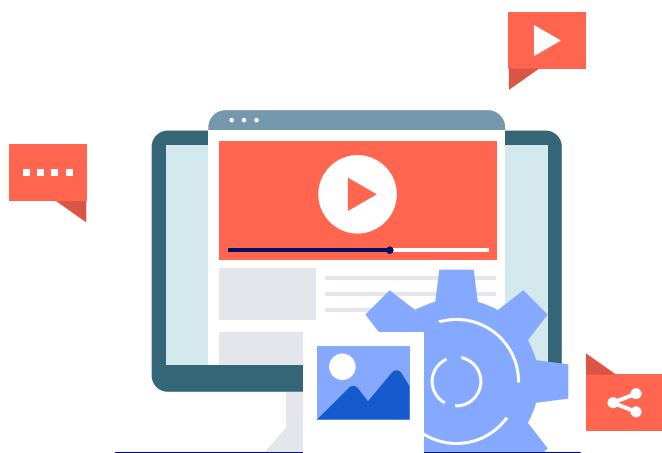
课程共修27个学分,分为核心科目(12个学分,为必修课)和选修科目(选修15个学分)。学生必须在正常学习期间内完成所有核心科目课程(12学分)和至少五门选修科目课程(15学分)以获得毕业资格。

The Programme comprises 27 credits dividing into core courses (12 credits) and elective courses (15 credits). Students shall complete all the core courses (12 credits) and at least five elective courses (15 credits) for graduation within the normal study period.

| 核心科目 (12个学分)<br>Core courses (12 Credits) |                                              | 学分<br>Credit |
|-------------------------------------------|----------------------------------------------|--------------|
| 策略营销传播                                    | Strategic Marketing Communications           | 3            |
| 技术创新与市场创造                                 | Technological Innovation and Market Creation | 3            |
| 数码营销与新兴议题                                 | Digital Marketing and Emerging Issues        | 3            |
| 当代研究方法                                    | Contemporary Research Methods                | 3            |

| 选修科目 (选修5课, 共15学分)<br>Elective courses (Choose 5 courses, total: 15 credits) |                                                            | 学分<br>Credit |
|------------------------------------------------------------------------------|------------------------------------------------------------|--------------|
| 策略性公共关系活动设计与实施                                                               | Strategic PR Campaign Design and Implementation            | 3            |
| 危机沟通与领导策略                                                                    | Crisis Communication and Leadership Strategies             | 3            |
| 企业传播热门议题                                                                     | Topical Issues in Corporate Communication                  | 3            |
| 全球环境中的策略活动管理                                                                 | Strategic Event Management in A Global Environment         | 3            |
| 数位传播管理                                                                       | Digital Communication Management                           | 3            |
| 国际商业决策的数据分析                                                                  | Data Analytics for International Business Decisions        | 3            |
| 社会身份与品牌管理                                                                    | Social Identity and Brand Management                       | 3            |
| 策略营销管理                                                                       | Strategic Marketing Management                             | 3            |
| 多渠道市场营销策略                                                                    | Multi-channel Marketing Strategy for Infotainment Business | 3            |
| 数字叙事与媒体软件应用                                                                  | Digital Storytelling and Media Software Application        | 3            |

- 持有认可学士学位或同等学历。  
A recognized Bachelor degree, or an equivalent qualification
- 中国语文能力要求  
若从非中文授课的高等院校毕业, 以下任何一项公开试必须达标:  
Proficiency/knowledge of the Chinese language at one of the following levels:
  - 在香港中学文凭试中取得中国语文科第3级或以上成绩; 或
  - 汉语水平考试达第5级或以上成绩; 或
  - 国家语言文字工作委员会普通话水平测试二级乙等; 或
  - 其他中国语文能力证明及
  - Level 3 in Chinese Language of HKDSE;
  - Level 5 at Hanyu Shuiping Kaoshi (HSK) (汉语水平考试第五级);
  - Level 2-B at Putonghua Shuiping Ceshi (PSC), State Language Affairs Commission (国家语言文字工作委员会普通话水平测试二级乙等); or
  - Bachelor's degree from a university or institution in which the medium of instruction and/or examination is Chinese; and
- 英国语文能力;  
以下任何一项公开试必须达标:  
Proficiency/knowledge of the English language at one of the following levels:
  - 中华人民共和国之大学英语考试 CET-4 425分或以上成绩; 或
  - 雅思英语试成绩6.0; 或
  - 以英语为教学语言和/或考试语言的大学的学士学位; 或
  - 相当于1, 2 和3的同等水平。
  - Overall score of 425 in level 4 of the College English Test (CET); or
  - A minimum overall score of 6.0 in IELTS; or
  - Bachelor's degree from a university or institution in which the medium of instruction and/or examination is English; or
  - Level equivalent to 1, 2 and 3.





## 报名费

APPLICATION FEE

本地生港币\$300或非本地生港币\$600, 录取与否概不退还。凡透过电子付款途径产生的银行手续费将由支付者承担。有关缴费方法, 可参阅财务处网页。

Non-refundable application fee of HK\$300 for local applicants or HK\$600 for non-local applicants for each programme. Bank transaction fees incurred through electronic payment channels will be borne by the payer.

For payment methods, please visit the Finance Office webpage.



## 学费

TUITION FEE

一年全日制  
One-year full-time

港币 \$155,000元, 分两期缴交  
HK\$155,000 per year for two installments

本地生及非本地生学费相同, 如修读超过课程所需学分, 则须另缴费用。

凡透过电子付款途径产生的银行手续费将由支付者承担。

已缴交之费用不设退款机制(付款方式详情请参阅财务处网页)。

Tuition fees are the same for local students and non-local students. Students taking more than the minimum credits required for graduation will be charged on a per-credit basis. Bank transaction fees incurred through electronic payment channels will be borne by the payer.

The paid tuition fee cannot be refund or transferable. For payment methods, please visit the Finance Office webpage.

## 报名日期

### Application Periods

秋季入学

2027/2028 学年

[ 本地生及非本地生 ]

2026年10月12日至2027年5月31日 (额满即止)

For Fall Intake

2027/2028 Academic Year

[ Local applicants and Non-local applicants ]

12 October 2026 to 31 May 2027

(The admission will be closed when the enrollment is full)

### 报名查询

Application Enquiries

香港珠海学院入学组

Admissions Unit

电话 Tel: (852) 2972 7200

电邮 Email: chmasmc@chuhai.edu.hk

### 课程查询

Programme Enquiries

香港珠海学院策略营销传讯文学硕士

Master of Arts

in Strategic Marketing Communication

电话 Tel: (852) 2972 7302 / 2972 7287

电邮 Email: deptjc@chuhai.edu.hk