

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS) – for Non-local Non-Mainland applicants from Belt and Road
Admission Requirements of Designated Programmes
in the 2026/27 Academic Year**

I. Programme Information

(a)	Programme	Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising)
(b)	JUPAS Catalogue No.	JS2310
(c)	Study Year Admitted	Year One Only
(d)	Major	(1) Journalism and Digital Media, and (2) Public Relations and Advertising
(e)	Website	https://www.comm.hkbu.edu.hk/admission/en/majors_allocation.html

II. Key Areas of Exceptional Talent

Key Area of Exceptional Talent	
<input checked="" type="checkbox"/>	Sports
<input checked="" type="checkbox"/>	Music
<input checked="" type="checkbox"/>	Cultural Activities (other than music, including performing arts)
<input checked="" type="checkbox"/>	Creativity (including visual arts)
<input checked="" type="checkbox"/>	Leadership
<input type="checkbox"/>	Others

III. Programme Admission Requirements

Programme Admission Requirements		
A	Non-academic Requirement(s) <i>(For example, award / achievement at international / regional level.)</i>	Mandatory / Preferred / Optional
(i)	Awards in national or global competitions related to Chinese Language, English Language, Creative Writing, Media communications, and Storytelling	Mandatory
(ii)	Leadership awards demonstrating extraordinary leadership skills in overcoming national/ global challenges by initiating projects for the good of society	Preferred
(iii)	Entrepreneurial awards demonstrating outstanding skills and sense in running an enterprise at national/ global level. Innovation, social responsibility and goods/ services etc will all be considered.	
(iv)	Recommendation letters by official organisations with appropriate expertise	
B	Academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Proficiency in English by obtaining the minimum English Language requirements as stipulated by the University. For details, please refer to the "English Language Requirements" section as listed on the following website: https://admissions.hkbu.edu.hk/ug/intl_requirement	Mandatory

IV. Other Application Materials

Application Material(s) (For example, Portfolio / Personal statement / School Report.)		Mandatory / Preferred / Optional
(i)	Predicted grade of public examination by the school	Mandatory
(ii)	Personal statement with reason(s) for applying to the programme and career perspective after graduation (no more than 300 words)	

V. Assessment of Application

Assessment (For example, portfolio submission, audition, interview, etc.)		Mandatory / Preferred / Optional
(i)	Interview	Mandatory

VI. Enquiry

Telephone No. : 3411 8154

Email : comd@hkbu.edu.hk