For local
Non-JUPAS applicants

香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Students with Exceptional Talent Direct Admissions Scheme (SETDAS) – for Local Non-JUPAS Applicants
Admission Requirements of Designated Programmes
in the 2027/28 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://comm.hkbu.edu.hk/undergraduate-programmes/curriculum-structure/majors.html

II. Key Areas of Exceptional Talent

Key Area of Exceptional Talent	
☐	Sports
☐	Music
☑	Cultural Activities (other than music, including performing arts)
☐	Creativity (including visual arts)
☑	Leadership
☐	Others

III. Programme Admission Requirements

Programme Admission Requirements		
A	Non-academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Awards at territorial, regional, global level. e.g. Writing awards in open competitions.	Mandatory
(ii)	Leadership awards demonstrating extraordinary leadership skills in overcoming local, regional or global challenges by initiating projects of the good of society	Preferred
(iii)	Entrepreneurial awards demonstrating outstanding skills and sense in running an enterprise in Hong Kong, regionally or globally. Innovation, social responsibility and goods / services etc. will all be considered	
B	Academic Requirement(s)	Mandatory / Preferred / Optional
	NA	

IV. Other Application Materials

Application Material(s) *(For example, Portfolio / Personal statement / School Report.)*		Mandatory / Preferred / Optional
(i)	Personal statement explaining why choose the programme (not more than 300 words)	Mandatory
(ii)	Project experience related to Journalism and Public Relations & Advertising	Optional

V. Assessment of Application

Assessment *(For example, portfolio submission, audition, interview, etc.)*		Mandatory / Preferred / Optional
(i)	Outstanding performance in interview	Mandatory

VI. Enquiry

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