

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS)  
Admission Requirements of Designated Programmes  
in the 2024/25 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	<a href="https://www.comm.hkbu.edu.hk/admission/en/home.html">https://www.comm.hkbu.edu.hk/admission/en/home.html</a>

**II. Key Areas of Exceptional Talent**

Key Area of Exceptional Talent	
<input type="checkbox"/>	Sports
<input type="checkbox"/>	Music
<input checked="" type="checkbox"/>	Cultural Activities (other than music, including performing arts)
<input 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 at territorial, regional, worldwide competitions in connection with Chinese Language, English Language, creative writing, media communications and storytelling.*	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	

*\*Subject to University's approval*

#### 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

Name : Ms Sherine Tam  
\_\_\_\_\_  
Post title : Programme Officer  
\_\_\_\_\_  
Telephone No. : 3411 7492  
\_\_\_\_\_  
Email : [sherine@hkbu.edu.hk](mailto:sherine@hkbu.edu.hk)  
\_\_\_\_\_