

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS)
Admission Requirements of Designated Programmes
in the 2023/24 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/home.html

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)	Award at territorial, regional or global level. e.g. Writing award 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 / Student Learning Profile (SLP) / School Report.)		Mandatory / Preferred / Optional
(i)	Personal statement explaining why choose the programme (no more than 300 words)	Mandatory
(ii)	Student Learning Profile (SLP)	Optional
(iii)	School reports for Secondary 5 and 6	
(iv)	Project experience related to Journalism and Public Relations & Advertising	

V. Assessment of Application

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

VI. Enquiry

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