



# 數碼媒體傳播文學碩士

Master of Arts in Digital Media for  
Online Communication (MA-DMOC)

Innovating, Communicating, Succeeding in Digital Media  
創新、傳播、成功於數碼媒體



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



傳播學院  
SCHOOL OF COMMUNICATION

## Message from the Programme Director 課程主任的話

Are you ready for the new media communication methods and styles in the digital age? In a time when digital landscapes are constantly evolving, the demand for skilled and effective communicators who can steer and influence relevant aspects of online business contexts has never been greater.

Our MA in Digital Media for Online Communication (MA-DMOC) offers a unique opportunity to immerse yourself in a dynamic, interdisciplinary curriculum designed to equip you with the knowledge and skills necessary for success in today's fast-paced digital economy.

With a focus on innovative e-business models and the strategic use of digital media, our MA-DMOC programme fosters a holistic understanding of how to effectively deploy digital solutions in various business contexts. You will learn to create and manage compelling content and gain insights into user behaviour through data analytics. Such an interdisciplinary and high-level view of knowledge will enable you to craft impactful strategies for establishing an effective online presence through digital media communication with target audiences.

If you have any questions or inquiries, please don't hesitate to contact us. We look forward to your participation in becoming a leader in transforming the interconnected landscape of digital media, communication, and collaboration.

在數碼環境不斷演變的時代，能夠引導和影響相關領域的專業傳播者之需求從來未如此迫切。你準備好在數碼時代的新媒體傳播方式與風格來迎接這個挑戰嗎？我們的數碼媒體傳播碩士（MA-DMOC）課程提供了一個獨特的機會，讓你能沉浸在一個動態的跨學科課程中，為你提供在當今快速變化的數碼經濟中取得成功所需的相關知識和技能。

MA-DMOC 課程專注於創新的電子商務模式和數碼媒體的策略使用，培養你全面理解如何在各種商業環境中有效部署數碼解決方案的能力。透過課程，你將學習創建和管理具說服力的內容，並通過數據分析深入瞭解用戶行為。這種跨學科及高層次的知識觀點將使你能夠制定影響深遠的策略，通過數碼媒體傳播與受眾建立有效的線上形象。

如對課程有任何問題或查詢，請隨時與我們聯繫。我們期待你的參與，成為改變數碼媒體、傳播及協作的互聯領域中的領導者！

**Professor Trevor Y T SIU**  
**Programme Director**  
**Master of Arts in Digital Media**  
**for Online Communication**  
數碼媒體傳播文學碩士課程主任  
傳播學院教授  
蕭旭泰教授





## Programme Characteristics 課程特點



The programme aims to provide interdisciplinary learning opportunities that promote integrated knowledge acquisition and foster a broad perspective on the development and implementation of digital media solutions. It emphasises five key learning aspects, as highlighted below.

課程旨在提供跨學科的學習機會，促進綜合知識的獲取，並培養對數碼媒體解決方案的發展與實施之廣泛理解。課程 5 個學習重點如下：



### Advanced Knowledge 高階知識

Delivering in-depth understanding of media and communication concepts to enhance digital experiences.  
深入了解媒體和傳播概念，提升數碼體驗。



### Support for Platform Economy 支持平台經濟

Expanding knowledge of digital media and communication to strengthen platform-based businesses.  
擴闊對數碼媒體傳播的理解，以促進平台商業的發展。



### Comprehensive Overview 全面概述

Offering a thorough exploration of the technologies, processes, and strategies involved in utilising digital media and communication across various contexts.  
探索在各種背景下利用數碼媒體和傳播的技術、過程和策略。



### Analytical Techniques 分析技術

Exploring methods to enhance online presence of organisations through effective communication strategies.  
探索如何通過有效的傳播策略增強企業的線上存在感。



### Critical Framework 批判性框架

Providing a reflective and analytical framework for evaluating the potential of emerging media and its creative applications.  
提供一個反思和分析的框架，以評估新興媒體及其創意應用的潛力。

## Learning Outcomes 學習成果



The programme emphasises strategies that leverage digital media technologies for e-commerce. Students will explore communication principles aimed at enhancing online user experiences through engaging content. By analysing patterns of digital media consumption, they will gain insights into user behaviours and critically evaluate emerging technologies and trends, considering their relevant impacts on business and social contexts.

本課程強調利用數碼媒體技術進行電子商務的策略。學生將探索傳播原則，藉由引人入勝的內容提升線上用戶體驗。通過分析數碼媒體消費模式，他們將深入了解用戶行為，並批判性地評估新興技術和趨勢，及其對商業和社會環境的影響。

The intended learning outcomes of the programme are as follows:

以下是課程的預期學習成果：

- Oversee the process of digital media content creation for efficient delivery and exchange on the Internet communication environment.
- Apply visual communication principles to enhance online user experience.
- Develop integrated content strategy for promoting e-commerce businesses with digital media technologies.
- Demonstrate an insightful understanding of digital media consumption behaviours through data analytics.
- Evaluate critically on the technological development and emerging trend of digital media communication practices in commercial and social contexts.

- 監督數碼媒體內容創作的過程，以確保在互聯網傳播環境中高效傳遞和交流。
- 應用視覺傳播原則，以提升在線用戶體驗。
- 制定綜合內容策略，以利用數碼媒體技術推廣電子商務業務。
- 通過數據分析，展示對數碼媒體消費行為的深入理解。
- 對商業和社會背景中數碼媒體傳播實踐的技術發展和新興趨勢進行批判性評估。



# Curriculum 課程結構

The study modules are categorised into two types: core and elective. Core modules equip students with essential knowledge and understanding of key concepts and techniques for utilising digital media and supporting e-business activities. Elective modules focus more on specific applications and practices of digital media in various contexts. To graduate, students must complete a total of 24 credits, which includes four core modules and four major elective modules.

學習內容分為必修科目和選修科目兩類。必修科目使學生掌握利用數碼媒體和支持電子商務活動的關鍵概念和技術之基本知識和理解，而選修科目則專注於數碼媒體在各種情境中的具體應用和實踐。學生必須完成總共 24 學分才能畢業，其中包括四個必修科目和四個選修科目。



Core Modules 必修科目
Digital Media Content Creation 數媒內容創作
Visual Communication 視覺傳播
Platform Economy 平台經濟
Digital Media Analytics 數媒分析

Elective Modules 選修科目 (選四個科目)
Online Presence Strategy and Management 線上存在策略與管理
Interactive Digital Media 互動數媒
Cloud-based Communication 雲端傳播
Topical Studies in Digital Media 數媒主題研習
Independent Project 獨立專案
Web and Mobile App Development 網絡及移動應用程式開發



## Recommended Study Plan 建議學習計劃

One-Year Study Plan 一年學習計劃	
<b>Semester 1 第一學期</b> 3 Cores + 1 Elective 3 個必修科 + 1 個選修科	<b>Semester 2 第二學期</b> 1 Core + 3 Electives 1 個必修科 + 3 個選修科
Two-Year Study Plan 兩年學習計劃	
<b>Semester 1, First Year 第一學年，第一學期</b> 2 Cores 2 個必修科	<b>Semester 2, First Year 第一學年，第二學期</b> 1 Core + 1 Elective 1 個必修科 + 1 個選修科
<b>Semester 1, Second Year 第二學年，第一學期</b> 1 Core + 1 Elective 1 個必修科 + 1 個選修科	<b>Semester 2, Second Year 第二學年，第二學期</b> 2 Electives 2 個選修科





## Recommended Audience 課程對象

People who are interested in digital media and communication, including:  
對數碼媒體傳播感興趣的人士，包括：

- Creative Individuals**  
創意人士  
Those with a passion for storytelling, design, or content creation can refine their skills and apply them in digital contexts.  
對故事講述、設計或內容創作充滿熱情的人可以提升技能，並應用於數碼環境中。
- Practitioners in Communication-related Sectors**  
傳播相關專業人士  
Those seeking to enhance their expertise in digital marketing, social media strategies, and online branding will benefit from the programme's focus on practical applications and current industry trends.  
希望增強數碼營銷、社交媒體策略和線上品牌專業知識的人，將從課程對實用性和當前行業趨勢理解中受益。
- Business Owners**  
企業家  
Those aiming to strengthen online presence for their businesses will learn effective strategies for reaching and engaging audiences in the digital space.  
希望為其業務加強線上存在感的人，將學習有效的策略，以在數碼空間中接觸和吸引受眾。
- Recent Graduates**  
應屆畢業生  
Those from fields such as communication, media studies, marketing, or related disciplines can deepen their knowledge and improve their marketability in the job market.  
來自傳播、媒體研究、市場營銷或相關學科的人，可以加深他們的知識，提高就業競爭力。
- Career Changers**  
職業轉型者  
Those looking to transition into the digital media field from other sectors will gain valuable skills and insights to facilitate this shift.  
希望從其他行業轉型進入數碼媒體領域的人，將獲得寶貴的技能 and 見解，以促進這一轉變。



## Career Prospects 就業前景

Graduates of the programme can expect a wide range of career prospects across various sectors, finding their roles in business organisations, government agencies, education, and media companies. Some potential career choices in the digital domain include the following:

畢業生可以期待在各個領域擁有廣泛的職業前景，並能在商業組織、政府機構、教育機構及媒體公司中找到合適的角色。部分潛在的職業選擇包括：



**Digital Marketing Specialist**  
數碼行銷專家



**Graphic Designer**  
平面設計師



**Social Media Manager**  
社交媒體經理



**Online Brand Manager**  
線上品牌經理



**Content Strategist**  
內容策略專家



**E-commerce Manager**  
電子商務經理



**Digital Communications Officer**  
數碼傳播主任



**Consultant or Freelancer**  
顧問或自由職業者



**Video Production Specialist**  
視頻製作專家

## Campus Life 校園生活

- HSUHK offers a rich and vibrant campus life that enables students to develop their potential, broaden their horizons, and build social and business networks.
- As the first self-financing institution to adopt elements of a Residential College approach, HSUHK has established Residential Colleges with 1,200 spaces to provide students with dynamic and inspiring hall life education programmes. The four Residential Colleges focus on the themes of Cultural Diversity, Healthy Living, Community Service, and Sustainability, all of which align with the University's "Liberal + Professional" education model.
- 恒大提供多姿多采的校園生活，讓學生發展潛能，拓闊學習視野，建立社交及商業網絡。
- 恒大是全港首間自資院校引入住宿式書院，學生宿舍提供 1,200 個宿位，每個書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」教育模式互相呼應。



## Admission Requirements 入學要求

1. A bachelor's degree from a recognised university or its equivalent, preferably in media, communication, business, technology, or related disciplines; and
2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction:

TOEFL  $\geq$  550 (paper-based),  $\geq$  79 (internet-based) @;

IELTS  $\geq$  6.0 @;

College English Test-Band 6 (CET-6)  $\geq$  430 ;

TEM-4  $\geq$  70

@ TOEFL and IELTS results are considered valid for two years from the test date.

1. 需持有認可大學的學士學位或同等學歷，最好是在媒體、傳播、商業、技術或相關學科；以及
2. 如申請者的學士學位並非來自以英語為授課語言的高等院校，則需滿足以下其中一項英語語言能力要求：

托福  $\geq$  550（筆考）， $\geq$  79（網考）@；

雅思  $\geq$  6.0 @；

大學英語六級考試  $\geq$  430 ；

英語專業四級考試  $\geq$  70

@ 托福和雅思成績自考試之日起兩年內有效。

## Programme Duration and Study Mode 修讀年期及模式

One to Two Years (Full-time / Part-time)

一至二年（全日制 / 兼讀制）

## Graduation Requirements 畢業要求

To be eligible for the award of the Master of Arts in Digital Media for Online Communication, students are required to satisfy the following:

1. Obtained a Grade D or above on at least 24 credits (8 modules), including 4 core modules and 4 elective modules; and
2. Achieved a cumulative GPA of at least 2.0.

學生符合以下要求將獲頒數碼媒體傳播文學碩士學位：

1. 須完成最少 24 個學分（8 個科目），包括 4 個必修科目和 4 個選修科目；及
2. 獲得累積平均績點達 2.0 或以上。





## Application for Admission 入學申請

Applicants can submit their applications at <https://registration.hsu.edu.hk/pga/>  
申請人可透過恒大大網上入學申請系統 (<https://registration.hsu.edu.hk/pga/>) 遞交申請。

## Enquiries 查詢

### Programme 課程

Email 課程查詢 : [madmoc@hsu.edu.hk](mailto:madmoc@hsu.edu.hk)

Tel 電話 : 3963 5699

### Registry 教務處

Email 入學查詢 : [tpgadmission@hsu.edu.hk](mailto:tpgadmission@hsu.edu.hk)

Tel 電話 : 3963 5710

**Address 地址 :** Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

QF Level: 6

QR Registration No.: 25/000374/L6

Registration Validity Period: 1/9/2025 to 31/8/2028

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.

本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of September 2025. Please refer to the homepage for the latest programme information.

有關資料更新至 2025 年 9 月。請瀏覽課程網站以獲取最新資訊。

**MA-DMOC**

