



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.

在這個數碼環境迅速演變的時代，對相關領域的專業傳播者的需求比以往任何時候都更加迫切。你是否已準備好以新媒體的傳播方式和風格來迎接數碼時代的挑戰？我們的數碼媒體傳播碩士課程（MA-DMOC）為你提供了一個獨特的學習機會，讓你能夠深入參與一個充滿活力的跨學科課程，旨在裝備你以應對當今瞬息萬變的數碼經濟所需的知識和技能。

MA-DMOC 課程專注於創新的電子商務模式及數碼媒體的策略性運用，致力於培養你在多樣化商業環境中有效部署數碼解決方案的能力。通過本課程，你將學習如何創建和管理具有說服力的內容，並通過數據分析深入洞悉用戶行為。這種跨學科且高層次的知識觀點將賦予你制定影響深遠的策略的能力，幫助你通過數碼媒體傳播建立強大的線上品牌形象。

如對課程有任何疑問或查詢，歡迎隨時與我們聯繫。我們期待你的參與，攜手成為改變數碼媒體、傳播及協作領域的引領者！



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，以促進綜合性知識的獲取，並培養對數碼媒體解決方案的開發與實施的全面理解。課程主要聚焦於以下五個學習重點：



Advanced Knowledge 高階知識

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



Support for Platform Economy 支持平台經濟

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



Comprehensive Overview 全面概識

Offering a thorough exploration of the technologies, processes, and strategies involved in utilising digital media and communication across various contexts.
探索數碼媒體與傳播技術、過程及策略在各種背景下的應用與實踐。



Analytical Techniques 分析技術

Exploring methods to enhance online presence of organisations through effective communication strategies.
研究如何通過有效的傳播策略，提升企業的線上影響力。



Critical Framework 批判性框架

Providing a reflective and analytical framework for evaluating the potential of emerging media and its creative applications.
提供一個反思與分析的框架，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.

本課程著重於運用數碼媒體技術制定電子商務策略，並旨在培養學生掌握核心傳播原則，通過創作引人入勝的內容來提升線上用戶體驗。學生將通過分析數碼媒體的消費模式，深入了解用戶行為，同時謹慎地評估新興技術與趨勢，以及這些技術對商業和社會環境的影響。

The intended learning outcomes of the programme are as follows:

課程的預期學習成果如下：

- 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.

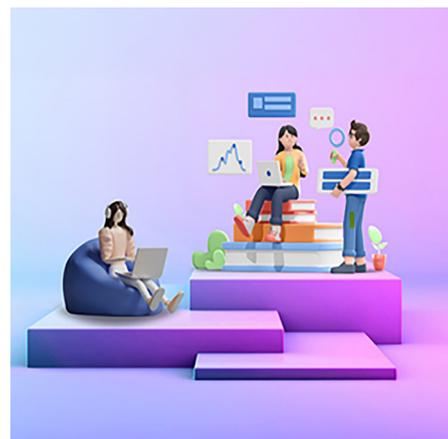
- 檢視數碼媒體內容創作的全過程，確保在互聯網傳播環境中實現高效的信息傳遞與交流；
- 運用視覺傳播的原則，提升線上用戶的體驗質量；
- 制定綜合內容策略，充分運用數碼媒體技術來推動電子商務業務發展；
- 通過數據分析，展現對數碼媒體消費行為的深入理解；
- 對商業和社會背景下數碼媒體傳播實踐的技術發展及新興趨勢進行嚴格評估。



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





Recommended Audience 課程對象

People who are interested in digital media and communication, including:
適合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士，可通過課程提升技能，並將其應用於數碼環境中。
- 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.
希望增強在數碼營銷、社交媒體策略及線上品牌建設方面的專業知識人士，將受益於課程對實用性及當前行業趨勢的深刻洞見。
- 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.
希望提升其業務的線上存在感的人，將學習有效策略，以在數碼空間中觸達並吸引受眾。
- 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.
來自傳播學、媒體研究、市場營銷或相關學科的畢業生，透過課程可進一步深化知識，提升其職場競爭力。
- 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.
有意從其他行業轉型至數碼媒體領域的人士，將通過課程獲得寶貴的技能 and 見解，助力其職業轉變。

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.
- 香港恒生大學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，每家書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與香港恒生大學獨有的「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 (Academic) \geq 6.0 @;

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

TEM-4 \geq 70

or equivalent of the above.

@ 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（學術） \geq 6.0 @；

大學英語六級考試 \geq 430；

英語專業四級考試 \geq 70

或其他同等資歷。

@ 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)

一至兩年（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

Tel 電話: 3963 5699

Registry 教務處

Email 入學查詢: 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: 01/09/2025 - 31/08/2028

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 February 2026. Please refer to the homepage for the latest programme information.

有關資料更新至 2026 年 2 月。請瀏覽課程網站以獲取最新資訊。

MA-DMOC

