

Faculty of Arts and Social Sciences**Department of Journalism and Communication**

Please note that these examples are for reference only. The exact number of advanced standing credits may vary for each application.

Receiving Programme at CHCHE:		Bachelor of Arts (Hons) in Advertising and Corporate Communication	
Sending Programme:		Hong Kong Baptist University College of International Education Associate of Science (Concentration Studies: Creative Digital Media Design)	
Chu Hai Courses	Category	Level	No. of Advanced Standing Credits Granted
University Chinese	General Education and Language Enhancement	1	3
Freshman English I	General Education and Language Enhancement	1	3
Freshman English II	General Education and Language Enhancement	1	3
Computer Literacy	General Education and Language Enhancement	1	3
General Education 1	General Education and Language Enhancement	1	3
General Education 2	General Education and Language Enhancement	1	3
General Education 3	General Education and Language Enhancement	1	3
General Education Seminars	General Education and Language Enhancement	1	3
Free Elective (5)	Free Elective	N/A	15
Digital Platforms & Practice	Core or Elective	1	3
Crossmedia Production Techniques	Core or Elective	1	3
Art Communication	Core or Elective	1	3
Creative Media Writing	Core or Elective	2	3
Art Application on Crossmedia	Core or Elective	2	3
Corporate Communication	Core or Elective	3	3
Computational Art	Core or Elective	2	3
Total Number of Advanced Standing Credits Granted:		60	

Receiving Programme at CHCHE:	Bachelor of Arts (Hons) in Advertising and Corporate Communication		
Sending Programme:	Hong Kong Baptist University College of International Education Associate of Science (Concentration Studies: Creative Digital Media Design)		
Chu Hai Courses	Category	Level	No. of Advanced Standing Credits Granted
Freshman English I	General Education and Language Enhancement	1	3
Freshman English II	General Education and Language Enhancement	1	3
University Chinese	General Education and Language Enhancement	1	3
Computer Literacy	General Education and Language Enhancement	1	3
General Education 1	General Education and Language Enhancement	1	3
General Education 2	General Education and Language Enhancement	1	3
General Education 3	General Education and Language Enhancement	1	3
General Education Seminars	General Education and Language Enhancement	1	3
Free Elective (4)	Free Elective	N/A	12
Advertising: Context & Theory	Core or Elective	1	3
Introduction to Event Management	Core or Elective	1	3
Interactive Communication Theory	Core or Elective	2	3
Advertising & Creative Strategies	Core or Elective	2	3
Principle and Practice of Public Relations	Core or Elective	2	3
Intercultural Communication	Core or Elective	2	3
PR Writing – Chinese & English	Core or Elective	3	3
Public Relations Planning Workshop	Core or Elective	3	3
Total Number of Advanced Standing Credits Granted:			60