

## 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 Communication and Crossmedia   |  |
|---|--|---|--|
| Sending Programme:  |  | Hong Kong Metropolitan University LiPACE<br>(formerly known as LiPACE, OUHK)<br>Higher Diploma in Creative Culture and Media Practice |  |
| 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 Electives (5)  | Free Elective                              | 1   | 15                                       |
| Advertising in Crossmedia Context                         | Core or Elective                           | 1   | 3  |
| Audio and Music Engineering I                             | Core or Elective                           | 1   | 3  |
| Digital Platforms and Practice                            | Core or Elective                           | 1   | 3  |
| Visual Editing: Art and Techniques                        | Core or Elective                           | 2   | 3  |
| Introduction to Event Management                          | Core or Elective                           | 1   | 3  |
| Creative Industry: Theory & Practice                      | Core or Elective                           | 2   | 3  |
| Script Writing  | Core or Elective                           | 2   | 3  |
| <b>Total Number of Advanced Standing Credits Granted:</b> |  | <b>60</b>   |  |

| Receiving Programme at CHCHE:                             | Bachelor of Arts (Hons) in Communication and Crossmedia   |       |  |
|---|---|-------|--|
| Sending Programme:  | School of Continuing Studies, The Chinese University of Hong Kong<br>Higher Diploma Programme in Public Relations and Advertising |       |  |
| 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 Electives (4)  | Free Elective   | 1     | 12                                       |
| Advertising in Crossmedia Context                         | Departmental Core or Electives  | 1     | 3  |
| Art Communication   | Departmental Core or Electives  | 1     | 3  |
| Advertising: Context & Theory                             | Departmental Core or Electives  | 1     | 3  |
| Interactive Communication Theory                          | Departmental Core or Electives  | 2     | 3  |
| Principle and Practice of Public Relations                | Departmental Core or Electives  | 2     | 3  |
| Intercultural Communication                               | Departmental Core or Electives  | 2     | 3  |
| Public Relations Planning Workshop                        | Departmental Core or Electives  | 3     | 3  |
| Media Relations Management                                | Departmental Core or Electives  | 3     | 3  |
| <b>Total Number of Advanced Standing Credits Granted:</b> |   |       | <b>60</b>                                |

| Receiving Programme at CHCHE:                             |  | Bachelor of Arts (Hons) in Communication and Crossmedia                                       |  |  |
|---|--|---|--|--|
| Sending Programme:  |  | The Community College at Lingnan University<br>Higher Diploma in Media Writing and Production |  |  |
| 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 Electives (5)  | Free Elective (5)                          | 1   | 15                                       |  |
| Digital Platforms & Practice                              | Departmental Core & Electives              | 1   | 3  |  |
| Advertising: Context & Theory                             | Departmental Core & Electives              | 1   | 3  |  |
| Interactive Communication Theory                          | Departmental Core & Electives              | 2   | 3  |  |
| Chinese News Reporting & Writing I                        | Departmental Core & Electives              | 2   | 3  |  |
| PR Writing (Chinese & English)                            | Departmental Core & Electives              | 2   | 3  |  |
| Documentary and Current Affairs Programme Production      | Core or Elective                           | 3   | 3  |  |
| <b>Total Number of Advanced Standing Credits Granted:</b> |  |   | <b>57</b>                                |  |