



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Bachelor of Communication and Media

BCM

FACULTY OF
Arts and Humanities



☎ 2707 3113

📷 uowcollegehk

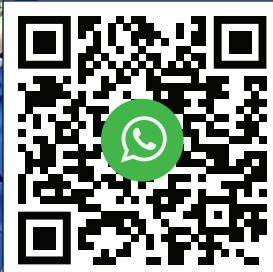
📘 UOW College Hong Kong

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NMTSS

1 Year HKD
Tuition fee **66,400***

*After deduction of Non-means-tested Subsidy Scheme (NMTSS) for Self-financing Undergraduate Studies in Hong Kong



Programme Features

The Bachelor of Communication and Media awarded by the University of Wollongong (UOW) is an interdisciplinary degree that offers a broad introduction to the changing fields of communication and media. This degree has a strong international focus and supports you in developing independent research skills that are appropriate to a wide range of careers. Our curriculum is co-developed by experts in their fields who head international committees and edit journals that have world-wide circulation and delivered by a team of educators who are passionate about helping you achieve your goals.

Graduate Outcome

The Bachelor of Communication and Media produces students with a strong foundation in developing and curating online content appropriate to digital and social media careers by learning to work in ways that are relevant to emerging creative industries, including in creative game media.

Competency Achieved

Students will gain a sound understanding of media and communication industries and practices, which will help them to demonstrate production skills appropriate to digital and social media careers. In addition, students will be able to synthesise conceptual, analytical, and practical production skills to address complex issues in media and communication.



Main Subject Areas

- Media and Social Justice
- Transnational Media and Culture
- Digital Media
- Research Practices
- Emerging Issues

Career Prospects

In addition to creative and gaming industries, BCM graduates have employment opportunities in the private and government enterprises in jobs such as:

- Communications Consultant
- Digital Game Designer
- Digital Effects Designer
- Marketing Consultant



Further Studies Pathways

(below is not exhaustive but only aims to show some examples)

- **University of Wollongong, Australia**
 - Master of Arts - Communications and Media
- **City University of Hong Kong**
 - Master of Arts - Communication and New Media
 - Master of Arts - Creative Media
 - Master of Arts - Integrated Marketing Communication
- **Hong Kong Baptist University**
 - Master of Arts - Communication
 - Master of Science - AI and Digital Media
 - Master of Science - Media Management
- **The Hong Kong Polytechnic University**
 - Master of Science - Generative AI and the Humanities
 - Master of Science - Innovative Multimedia Entertainment

Registration no.: 212896

This is a registered program under the Non-local Higher and Professional Education (Regulation) Ordinance in Hong Kong. It is a matter of discretion for individual employers to recognise any qualifications to which this program may lead.