

**School Nominations Direct Admission Scheme (SNDAS)  
Programme and Admission Requirements of Designated Programmes  
in the 2024/25 Academic Year**

**I. Programme information**

(a)	University	Hong Kong Baptist University
(b)	Programme	Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising)
(c)	JUPAS programme code	JS2310
(d)	Programme duration	4 years
(e)	Major (if applicable)	1) Journalism and Digital Media 2) Public Relations and Advertising

**II. Programme admission requirements**

*(#Original documents/certified true copies with the school stamp of the respective information should be submitted to the Programme for verification during the interview.)*

Admission requirements <sup>#</sup>		
(a)	Top 25% of School ranking of secondary 5 and secondary 6 (1 <sup>st</sup> term) with good communication and analytical skills.	Mandatory
(b)	Have excelled in other learning experiences and made achievements in external competitions/activities in relation to Journalism/ Digital Media/ Public Relations/ Advertising	Preferred
(c)	Have made service contribution to school or the community.	

**III. Application requirements**

Application requirements		
<b>I. JUPAS application</b>		
(i)	Band A choice in nominee's JUPAS application	Mandatory
(ii)	Submission of other experience and achievement in Competition/Activities (OEA)	
(iii)	Submission of Student Learning Profile (SLP)	
<b>II. Other application materials</b>		
(i)	Personal statement explaining why choose our programme (not more than 300 words)	Mandatory
(ii)	School's assessment on the predicted HKDSE grades	
(iii)	School report for Secondary 5 and 6	
(iv)	Project experience related to Journalism, Public Relations and Advertising	Optional

#### IV. Assessment of application

Assessment		
(a)	Outstanding performance in interview	Mandatory

#### V. Enquiry and nomination submission channel

(a) Enquiries from schools / students on the programme can be addressed to:

Name: Ms. Sherine Tam

Post title: Programme Officer

Telephone: 3411 7492

Email: sherine@hkbu.edu.hk

(b) Nominations from school principals should be submitted via:

Online system (URL link: [https://admissions.hkbu.edu.hk/ug/sndas\\_form](https://admissions.hkbu.edu.hk/ug/sndas_form))