

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2027/28 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 [#]		
(a)	Top 25% of School ranking of secondary 5 and secondary 6 (1 st 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		
I. JUPAS application		
(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)	
II. Other application materials		
(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: Mr Michael Lam

Post title: Senior Executive Officer

Telephone: 3411 7492

Email: micclam@hkbu.edu.hk

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

Online system (URL link: https://admissions.hkbu.edu.hk/ug/sndas_form)