



Bachelor of Arts  
(Honours)  
in Advertising

廣告(榮譽)  
文學士

## PROGRAMME HIGHLIGHTS

- Combine traditional and digital advertising practices to nurture the next generation of professionals
- Enhance advertising effectiveness through research, data analysis and product evaluation
- Broaden horizons through industry sharing from local and overseas professionals

### ● Programme Overview

This programme cultivates your creativity and design thinking. Through an in-depth understanding of the theories and principles in traditional advertising and the exploration of related knowledge, including the application of new media and the internet on advertising, you will be able to develop effective advertising solutions through the process of research, analysis, implementation and evaluation; in addition to local market information through visits or seminars offering corporate information and practical knowledge from speakers who are industry professionals.

### ● Career Outcome

Graduates will be equipped with professional knowledge, and advertising and marketing acumen, as well as an awareness of new media technology. You can join the advertising industry in copywriting, marketing, digital marketing, advertising planning, branding design, interactive and online advertising, new media and graphic communication design. They can be promoted to different positions, including creative director, brand consultant and designer.

### ● Professional Body Engagement

The programme is a supported course by The Chartered Society of Designers of UK (CSD) and all students are entitled to free CSD Student Membership and are able to apply for Associate Membership of the Society at a discounted rate on graduation. Graduates may also apply for membership of The Association of Accredited Advertising Agencies of Hong Kong and the Hong Kong Designers Association.



This programme is recognised under the QF (Level 5)  
QR Registration No. : 12/000568/L5  
Registration Validity Period: 01/09/2012 To 31/08/2022

For online application:  
VTC Web-based Admissions System  
[www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission)



## Industry Endorsement

"Never bend your head. Always hold it high and stay true to yourself. Definitions of success are countless. How I define success will never be the same as you define it. But I am sure it can only be achieved when you try your best in all aspects of everything you do."

### Adran CHONG

CEO

Soap Studio Co. Ltd.

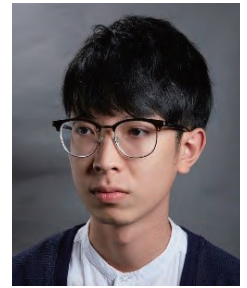


## Graduate Endorsement

"THEi Advertising not only equips me with wide variety of knowledge and skill-sets but also provides excellent industry exposure via lots of on-job training opportunities. It provides me with good direction for future development and even roadmap to success."

### NG Long Kwan, Tommy

2018 Graduate



## Programme Structure

### Year 1

- Advertising & Marketing Principles
- Semiotic
- Design Thinking
- Media Aesthetics
- Types & Images
- Storytelling
- Interface Design
- Videography
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society

### Year 2

- Copywriting
- Consumer Behaviour
- Corporate Identity & Branding
- Games & Interactivity
- Media Morality
- Interactive Advertising
- Programme Elective Module 1
- Programme Elective Module 2
- GE Elective Module 1
- Technology, Society & Work
- Entrepreneurial Mindset

### Year 3

- Design Studio 1
- Design Studio 2
- Digital Marketing
- Collaborative Project
- Programme Elective Module 3
- English for Academic Studies 2
- English for Professional Purposes
- Chinese 2
- GE Elective Module 2

### Year 4

- Dissertation 1
- Design Studio 3
- Design Management
- Final Design Studio
- Dissertation 2
- Programme Elective Module 4
- Programme Elective Module 5
- GE Elective Module 3
- GE Elective Module 4

## Programme Electives\*

- Animation
- Web Design
- Sensory Experience Design
- Controversial Advertising
- Green Propaganda
- Art Direction in Photographic Media
- Public Relations & Event Planning
- Mobile and Social Media Advertising

## General Education Elective Modules\*

### Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- Land Art
- Asian Fashion Retail Marketing
- Toy Design
- The Art & Science of Film
- Housing Policy & Management

### Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management
- Introduction to Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

### Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to New Engineering Contract (NEC)
- Principles of Project Finance
- Basics of Building Information Modelling
- Introduction to Aircraft Technology

## School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese Linguistics in Hong Kong Popular Culture
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Biographies in World History & Biographical Writing in Chinese
- Introduction to French Language & Culture
- Music Technology, Creativity & Production
- Understanding Citizenship in the Modern World
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting Skills (Cantonese-English)

\* More elective modules may be offered. Modules offered are subject to change.