



**Bachelor of Arts (Honours) in
Digital Advertising**
數碼廣告(榮譽)文學士

YEAR **1** ENTRY
SELF-FINANCING
DS125111

YEAR **3** ENTRY
SELF-FINANCING
DS125111 (Full-time)
DS525111 (Part-time)

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 Prospects

Upon completing the programme, students will possess professional advertising skills with a strong marketing acumen and awareness of new media technologies which are essential requirements in conducting advertising campaigns, digital marketing, branding design, interactive and online advertising, as well as transmedia and graphic communication design in the industry.

Professional Body Engagement

Graduates may apply for membership of The Association of Accredited Advertising Agencies of Hong Kong and Hong Kong Designers Association.





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.



Industry 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 and Marketing Principles
- Chinese 1
- Creativity & Innovation in Society
- English for Academic Studies 1
- Interface Design
- Media Aesthetics
- Modern Cinematography and Virtual Reality
- Semiotics
- Storytelling
- Types & Images

YEAR 2

- Animation
- Consumer Behaviour to Conversion Strategy
- Copywriting and Content Strategy
- Corporate Identity and Branding
- Entrepreneurial Mindset
- General Education Elective 1
- M-Commerce and Social Media Strategy
- Media Morality
- Programme Elective 1
- A.I. and Blockchain in Society & Work
- Work-integrated Learning

YEAR 3

- Chinese 2
- Data Analytics, ROI & Reporting
- Design Studio in Digital Era 1
- Design Studio in Digital Era 2
- Digital Marketing
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 2
- Programme Elective 2

YEAR 4

- Crowdsourcing & Platform Business
- Design Management
- Design Studio in Digital Era 3
- Dissertation 1
- Dissertation 2
- Final Design Studio
- General Education Elective 3
- General Education Elective 4
- Programme Elective 3

PROGRAMME ELECTIVES*

- 3D Visualisation
- Art Direction in Photographic Media
- Digital Transformation
- Interdisciplinary Design Collaboration
- Mobile and Social Media Advertising
- Strategy in Human Senses
- Virtual Reality Game Design
- Web Design

WORK-INTEGRATED LEARNING INDUSTRIAL PARTNERS (In alphabetical order)

- A.S. Watson Group
- CLP Group
- espressu
- Havas Group Hong Kong
- Hong Kong Cyberport Management Co. Ltd.
- Hong Kong Disneyland
- Hulu Culture
- Leo Burnett
- Mentholatum Hong Kong
- MTR Corporation Limited
- Now TV
- Ocean Park Hong Kong
- RTHK
- Saatchi & Saatchi
- Yahoo! Hong Kong

*Modules offered are subject to change.

Programme Details



Facebook



Instagram



YouTube

