

CITY UNIVERSITY OF HONG KONG

The Department of Media and Communication

Entrance Scholarship for MA Programme in Integrated Marketing Communication

Regulations

The Department of Media and Communication (COM) has agreed to establish the scholarship for the new intakes of the Master of Arts Programme in Integrated Marketing Communication (MAIMC) by using its Non-UGC Reserves (Departmental) with effect from the 2025/26 academic year. The following regulations shall apply as of 2025/26:

1. *The Scholarship shall be named as the “The Department of Media and Communication Entrance Scholarship for MA Programme in Integrated Marketing Communication”.*
2. *There shall be a maximum of TWO scholarships per academic year. The value of each scholarship shall be HK\$20,000. The scholarship shall be used to settle part of each awardee’s tuition fee for his/her second semester in the MAIMC programme.*
3. *The Scholarship is restricted to students admitted into the MAIMC programme with outstanding entrance academic performance. The minimum CGPA in the undergraduate programmes should be 3.5 out of 4, or raw marks should be 80 out of 100 or equivalent. The rankings of the University where the first degree was obtained may also be taken into consideration.*
** In case that there is more than one eligible student with the same score, the Department will select the students to be given the award and make the final decision on the amount and quota of monetary rewards for the awardees.*
4. *The Department of Media and Communication has sole discretion in deciding the awardees based on the criteria set by the Department. Other achievements of the students may also be taken into consideration.*
5. *Nominations from the Department of Media and Communication shall reach the Student Development Services by mid-February of each year, and the scholarships shall then be made as early as possible. The Department of Media and Communication reserves the right to make the final decision on the awardees.*

Remark:

6. *Confirmation will be sought from the Department before July each year regarding the continuation of the Scholarship for the following academic year.*

With an objective to nurture our students and to promote caring culture, the University encourages each scholarship recipient to make an annual donation of HK\$200 or more to the City University of Hong Kong for student support via CityUHK Alumni Giving Club when they are in employment after graduation. This term has been incorporated into all scholarship/prize/award/bursary schemes since February 2008.