香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

Hong Kong College of Technology

Learning Programme Accreditation at QF Level 4 of

Higher Diploma in Social Media and Digital Marketing

and

Higher Diploma in Creative Design and Media

November 2017

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1.   Introduction

1.1   Hong Kong College of Technology (HKCT) is a self-financed education institute offering a variety of programmes from Certificate to Higher Diploma levels. HKCT Group Limited is the sponsoring body of HKCT. The Group is a registered charitable organisation established under the Companies Ordinance.

1.2   HKCAAVQ was commissioned by Hong Kong College of Technology（香港專業進修學校）(the Operator) to conduct Learning Programme Accreditation exercise to assess and determine whether the following two learning programmes achieve the stated objectives and meet the Qualifications Framework (QF) standard at the relevant QF Level:
(1) Higher Diploma in Social Media and Digital Marketing (HDSMDM)
社交媒體及數碼市場營銷高級文憑
(2) Higher Diploma in Creative Design and Media (HDCDM)
創意設計及媒體高級文憑

1.3   The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. The Education Bureau's *"Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure"* is also a guiding document used by the Panel and the Operator in conducting this validation exercise for the Higher Diploma programme. A site visit took place on 27 September 2017.

2.   HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

☑   Approval

Name of Operator	Hong Kong College of Technology 香港專業進修學校	
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校	
Title of Learning Programme	Higher Diploma in Social Media and Digital Marketing 社交媒體及數碼市場營銷高級文憑	Higher Diploma in Creative Design and Media 創意設計及媒體高級文憑
Title of Qualification (Exit Award)	Higher Diploma in Social Media and Digital Marketing 社交媒體及數碼市場營銷高	1. Higher Diploma in Creative Design and Media (Visual

	級文憑	Communication) 創意設計及媒體高級文憑 （視覺傳達） 2. Higher Diploma in Creative Design and Media (Moving Image) 創意設計及媒體高級文憑 （數碼影像）
Primary Area of Study and Training	Business and Management	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	General Business Management	Design and Other Creative Industries
Other Area of Study and Training	Not applicable	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable	Not applicable
Industry	Not applicable	Not applicable
Branch	Not applicable	Not applicable
QF Level	4	4
QF Credit	292	279
Mode of Delivery and Programme Length	Full-time 2 years, 2,920 notional learning hours (including 1,120 contact hours)	Full-time 2 years, 2,790 notional learning hours (including 930 contact hours)
Intermediate Exit Award	Not applicable	Not applicable
Validity Period	The validity period shall commence on 1 September 2018 and end on 31 August 2021.	The validity period shall commence on 1 September 2018 and end on 31 August 2021.
Number of Enrolments	One enrolment per year	One enrolment per year
Maximum Number of New Students	Maximum 40 students per annual intake	Maximum 40 students per annual intake
Specification of Competency Standards-based Programme	☐ Yes ☑ No	☐ Yes ☑ No
Specification of Generic (Foundation) Competencies-based Programme	☐ Yes ☑ No	☐ Yes ☑ No
Notes to be indicated on the QR	This programme includes "Business Internship" for 26.5 QF credits to be conducted in 15 weeks.	Not applicable

	此課程包括為期 15 星期的 "Business Internship" 科目，佔 26.5 資歷學分。	
Address of Teaching/Training Venue	HKCT Jockey Club Undergraduate Campus, 2 On Shing Street, Ma On Shan, Shatin, New Territories 新界沙田馬鞍山鞍誠街 2 號港專賽馬會本科校園	

Recommendations

HDCDM

1. The Operator should provide clear information to students that the foci of the programme are in visual communication design and media production; and in particular, the stream 'Moving Image' is having a learning focus and related career opportunities in video production in the workplace context.

HDSMDM and HDCDM

2. The Operator should deploy staff with competence, qualifications and experience relevant to the major study areas of the programmes to lead the programmes and to oversee the programme operation. The Operator should ensure staff in programme/ stream leading and teaching roles are kept updated in new emerging topics of the programme to maintain quality delivery of the programme and continuous programme development.

3. The Operator should have a more structured approach and clearly defined programme development process to oversee the overall curriculum structure of different HD programmes with a view to maintaining consistent educational and training orientation of all HKCT's HD programmes. The Operator should implement internal quality assurance mechanisms more effectively to ensure the desired quality standards of its programmes.

---

3. **Programme Details**

The following is the programme information provided by the Operator.

3.1 Programme Objectives

Higher Diploma in Social Media and Digital Marketing
The programme objectives are to:
● develop students' knowledge and skills in social media and digital marketing with positive values towards social need and responsibility;
● provide students with comprehensive knowledge and skills in the application of social media and digital marketing for their future employment; and
● equip students with a solid foundation of knowledge in marketing for further advancement in study and professional development.

Higher Diploma in Creative Design and Media
The programme objectives are to:

- build up transferable skills and social awareness for students to contribute and adapt to the ever-changing society;
- provide students with consolidated fundamental knowledge and skills in history, theory and practice of design and media;
- teach students ways of transforming ideas into creative design and media solutions by integrating theory, innovation, technology and imagination, and expand the body of knowledge to develop personal style in design and media;
- enable students to exhibit communication skills as junior practitioners in the profession and as life-long learners; and
- enable students to develop a major portfolio for seeking further study, and access into the industry employment.

3.2 Programme Intended Learning Outcomes

<u>Higher Diploma in Social Media and Digital Marketing</u>
Upon completion of the Programme, students should be able to:
- demonstrate a mastery of the fundamental knowledge and skills in general business, interpersonal communication and information technology;
- apply the knowledge and skills in social media and digital marketing effectively in business and employment contexts;
- synthesize and solve local and global issues in the area of digital and social media marketing;
- evaluate the moral and ethical issues related to business and marketing; and
- analyse critically and address different business and marketing problems by applying proper attitude, knowledge and skill.

<u>Higher Diploma in Creative Design and Media</u>
Upon completion of the Programme, students should be able to:
- apply transferable skills and creative thinking in design projects and community services;
- appraise and evaluate the classic and contemporary issues of design practice and innovative media technology;
- synthesise expressive and community art, and implement design project with appropriate technical, creative and conceptual skills;
- employ design principles and audio visual technical know-how to solve problem;
- communicate effectively in verbal and written English and Chinese and apply multiple perspective in presenting ideas and design; and
- apply effectively imaging software and production skills to produce a paraprofessional portfolio highlighting innovation and creation.

The programme has two streams leading to two distinctive exit awards, they are:
- Higher Diploma in Creative Design and Media (Visual Communication)《創意設計及媒體高級文憑（視覺傳達）》; and
- Higher Diploma in Creative Design and Media (Moving Image)《創意設計及媒體高級文憑（數碼影像）》

Stream-specific Intended Learning Outcomes (Visual Communication):
Upon completion of the Stream, students should be able to:
- present design project with organized research, development and visual execution;
- integrate creative thinking, design principles and software for effective concept visualization;

- enhance visual communication project with interactive media, 3D imaging and perspective of innovative technology;
- create branding and promotion design for targeted market; and
- produce para-professional portfolio with integrated media technology and production skills.

Stream-specific Intended Learning Outcomes (Moving Image):
Upon completion of the Stream, students should be able to:
- develop and present video production with organized plan and management;
- provide practical audio and visual solutions with design principles and technical know-how in studio and outdoor broadcasting;
- effectively complete moving image project with post-production skills and perspective of innovative technology;
- generate personal style video in editing and sound mixing ; and
- create para-professional digital media portfolio to meet the market demands.

3.3 Programme Structure

Higher Diploma in Social Media and Digital Marketing
The Higher Diploma in Social Media and Digital Marketing comprises 21 modules for total 292 QF credits. Among the 21 modules, 16 of them are specialised modules (carrying a total of 229 QF credits), and 5 of them are generic and language modules (carrying a total of 63 QF credits). The programme includes a "Business Internship" module for 26.5 QF credits to be conducted in 15 weeks. The majority QF credits in the programme are pitched at QF Level 4. The details of the curriculum structure are as follows:

Module Title	QF Credit
Year 1	
Generic and Language Skills	
Academic English Skills	
Professional Chinese Communication	
Innovation and Information Technology in Society	
General Business Knowledge	
Principles of Management	
Principles of Economics	
Principles of Marketing	
Professional	
Advertising and Promotion Management	
Introduction to Big Data	
Consumer Behaviour	
Digital Display Advertising, Search Engine Marketing and Optimization	
Mobile and Social Media Marketing	
Strategic Content Marketing	
Year 2	
Language Skills	
Professional English Communication	
Liberal Studies	
Business Ethics	
Professional	

Advanced Social Media Marketing	
Retailing and Service Marketing	
Personal Selling and Sales Management	
Marketing Research in the Digital Age	
Social Media Marketing Strategy	
Social Media Metric and Evaluation	
Business Internship	
Total	**292**

<u>Higher Diploma in Creative Design and Media</u>
The Higher Diploma in Creative Design and Media has two streams leading to distinct exit awards, namely Higher Diploma in Creative Design and Media (Visual Communication) and Higher Diploma in Creative Design and Media (Moving Image).

The programme comprises 18 modules for a total 279 QF credits. Among the 18 modules, 14 of them are specialised modules (carrying a total of 234 QF credits), and 4 of them are generic and language modules (carrying a total of 45 QF credits). The majority QF credits of the programme are pitched at QF Level 4. The details of the curriculum structure are as follows:

Module Title		QF Credit
Visual Communication stream	**Moving Image stream**	
Year 1		
Generic and Language Skills		
Art and Community		
Professional Chinese Communication		
Innovation and Information Technology in Society		
Theoretical/ Basic Design Training		
Creative Thinking		
Light, Sound and Motion		
Introduction to Audio Visual Imaging		
Digital Media and Design Appreciation		
Technical Skills/ Software Training		
Storyboarding		
3D Imaging		
Introduction to Post-Production		
Industry Application/ Professional Development		
Special Effect for Photography and Video		
Typography Application		
Year 2		
Generic and Language Skills		
Professional English Communication		
Theoretical/ Basic Design Training		
Project Development and Presentation		
Concept Visualization	*Technical Skills/ Software Training*	
Technical Skills/ Software Training	Post-Production	
Interactive Media Practice	*Industry Application/ Professional Development*	

Industry Application/ Professional Development	Sound Editing and Mixing	
Branding and Promotion Design	Studio and Outside Broadcast	
Final Project (Visual Communication)	Final Project (Moving Image)	
	Total	**279**

3.4   Graduation Requirements

Higher Diploma in Social Media and Digital Marketing
Higher Diploma in Creative Design and Media
- Students are eligible for graduation if they have attained passes in ALL modules as required by the programme unless otherwise exempted and have achieved an overall GPA of 1.7 or above.

3.5   Admission Requirements

Higher Diploma in Social Media and Digital Marketing
Higher Diploma in Creative Design and Media
- Level 2 in 5 HKDSE subjects including Chinese Language and English Language; or
- 1 pass in HKAL or 2 passes in HKAS Level subjects; and 5 passes in HKCEE including Chinese Language and English Language; or
- Holder of Diploma for Tertiary Studies; or
- Holder of Diploma Yi Jin / Yi Jin Diploma; or
- Holder of Pre-Associate Degree / Diploma; or
- Aged 21 or above with 1 year relevant working experience in related industry(s); or
- Equivalent qualifications;
  And
- Pass in admission interview.

4.   Appeal

4.1   If the Operator is aggrieved by the determination made in this accreditation report, then pursuant to Part 3 of the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) (Cap 592) the Operator has a right of appeal to the Appeal Board.   Any appeal must be lodged within 30 days of the receipt of this accreditation report.   Please refer to Cap. 592A (http://www.legislation.gov.hk/eng/home.htm) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at http://www.hkqf.gov.hk.

5.   Substantial Change

5.1   The accreditation status of the learning programme(s) will lapse upon the expiry of the validity period or HKCAAVQ may withdraw the accreditation status at any time during the validity period if there are substantial changes made to the programme(s) that have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on*

Substantial Change to Accreditation Status' in seeking approval for proposed changes. The Guidance Notes can be downloaded from the HKCAAVQ website.

6. Qualifications Register

6.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at http://www.hkqr.gov.hk for recognition under the Qualifications Framework (QF). Operators should apply separately to have their quality-assured qualifications entered into the QR.

6.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 17/151
File Reference: VA87/02/31, VA87/02/32