



About the Programme

The M.S.Sc. in Advertising Programme at CUHK is a unique communicative space that cultivates creative intelligence and strategic thinking. Our students develop a forward-focused, innovative aptitude, enabling experimentation on ideas in and across borders, genres, disciplines, cultures, languages, emotions, commerce, societies and personal comfort zones. This creates an out-of-the-box experience for all our students who come to realize their uncommon potential.

*An Out-of-the box Experience
An exceptional programme for an extraordinary you.*

Watch our Video here: <http://youtu.be/uqpRDZGGb9E>

Programme Structure

A total of 8 courses including *5 required courses* and *3 elective courses*

Course list for 2013-14: [Click Here](#)

Course descriptions for each course: [Click Here](#)

Language: Understanding of Chinese in either Cantonese or Putonghua is required. Required courses of the programme are accessible to both Cantonese and non-Cantonese speakers. There will also be enough elective classes for Cantonese and non-Cantonese speakers to choose.

Our Teaching Team

Prof. Annisa Lee (Programme Director)

B.A. University of Houston at Central Park
M.A.C.E., M.A.B.S. Dallas Theological Seminary
Ph.D. University of North Carolina at Chapel Hill

[More about her...](#)

Prof. Kim Sojung

B.A. Hankuk University of Foreign Studies
M.A. Michigan State University
Ph.D. University of Texas at Austin

[More about her...](#)





Our Teaching Team (con't)

Mr. Keith Ho ([More about the teacher...](#))

Mr. C.C. Tang

Mr. Daniel Kong ([More about the teacher...](#))

Mr. David Tang ([More about the teacher...](#))

Ms. Alice Leung ([More about the teacher...](#))

Mr. Henry Tang ([More about the teacher...](#))

Mr. T.F. Lo

Mr. Johnny Tsin ([More about the teacher...](#))

Mr. Gilbert Po ([More about the teacher...](#))

Mr. Mike Wong ([More about the teacher...](#))

Ms. Tammy Sy ([More about the teacher...](#))

Mr. Ravel Wong ([More about the teacher...](#))

Admission

Online Application

Graduate School's Website – <http://www2.cuhk.edu.hk/gss>

** For 2014 September intake, application will start in **November 2013**.

Tuition fees and study period (2014-2015)

Full-time study: HK\$120,000 for one year

Part-time study: HK\$49,500 x two years

Application deadlines for 2014 intake:

1st Round: 22 December 2013

2nd Round: 9 February 2014

** Please always refer to the Notes to Applicants (including checklist for application) here:

http://pg.com.cuhk.edu.hk/pdf/admission_FAQ.pdf

Enquires

E-mail: com@cuhk.edu.hk

Join our **Facebook** page: <http://www.facebook.com/cuhkcom>

Join our **Weibo** page: <http://www.weibo.com/cuhkcom>