



香港中文大學新聞與傳播學院
The Chinese University of Hong Kong
School of Journalism and Communication

廣告社會科學碩士課程 M.S.Sc. in Advertising Programme

全日制與兼讀制 *Full-Time and Part-Time*

Course Description Applicable to students admitted in 2024-2025

Required and Elective Courses (from School of Journalism and Communication)

COMM 4848 New Media Advertising

This course examines new media as an evolving advertising media. The emphasis is on understanding the technologies and theories of new media advertising. The course has been developed to guide students through the process of conceiving, executing, and evaluating new media advertising and to achieve an understanding of the subject from practical and theoretical perspectives.

COMM 5110 Topical Studies in Communication I

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COMM 5111 Topical Studies in Communication II

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COMM 5460 Public Relations Writing

This course provides opportunity to students to develop proficient oral and written communication skills. Strategies for effective writing and presentation in the corporate world will be covered. Students will have multiple opportunities to demonstrate and to receive feedback on their professional communication style through classroom interaction, written assignments, and presentations.

COMM 5510 Media Management

This course aimed to acquaint students with general management principles, concepts, and theories, with particular emphasis on their applications in media organizations in a commercial, competitive, and rapidly changing environment. The focus is on training future media managers' problem-solving and decision-making skills. The communications industries covered will include the print media, radio, broadcast, cable television, advertising and public relations. The students will learn through a combination of lectures, seminars, and case studies.

COMM 5520 Applied Communication Research

Introduction to applied media research, research criticism, data interpretation and fundamentals of audience analysis. Topics include: surveys, content analysis, experimental test of programmes, field research and formative evaluation. (Not for Ph.D. and M.Phil. students.)

COMM 5580 Strategic Public Relations in Greater China

This course is designed as a guided study of the development and practice of public relations in the Greater China region, with an emphasis on its integration with business activities in Mainland China. With the emerging importance of the Guangdong-Hong Kong-Macao Greater Bay Area, focus will



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be given to business sectors in this Area. Case studies will be used to illustrate Public Relations practitioners' front-line experiences in the region.

COMM 5723 Public Relations and Globalization

This course addresses the topic of public relations in a globalized world. It will require frequent applications of what is discussed in class to analyze various current affairs topics, social and cultural issues and their relations with local and global business operations.

COMM 5831 Theories in Advertising and Communication

This course first examines contemporary communication and behavioral theories of attitude and behavioral change, information processing and persuasion at the individual and sociological levels, then moves on to discuss their application to advertising and creative strategy decisions.

COMM 5833 Creative Works: Appreciation and Strategy

This course introduces to students the fundamentals of creative thinking with application to the production and execution of creative advertising strategies for the mass media. It is designed to develop in students the abilities to analyze, appreciate and critique past and existing advertising works, with an emphasis on research, ideation, selling and writing.

COMM 5835 Legal and Ethical Aspects in Advertising

This course examines the legal and ethical constraints that affect the production, contents and placement of advertising in the mass media. In regard to the former, case laws and ordinances related to advertising in the print and electronic media will be discussed. As far as the latter is concerned, common ethical problems and issues in advertising will be examined. Case studies will be used as illustrations in both.

COMM 5837 Creative Digital Media Production

This course aims to introduce students to the basic principles and the process of Television Commercial (TVC) production while at the same time becoming familiar with the current advertising industry. Emphasis will be placed on the creative and production aspects. Students will gain an in-depth knowledge of how to create an original and creative TVC that serves the needs of clients. Students will also learn the language, equipment, procedure, techniques, and understand the business of advertising today.

COMM 5840 Applied Advertising Copywriting

This course advances students to apply idea generation and copywriting techniques to select categories of advertising products for a comprehensive range of communication channels. Other executional elements such as the musical and visual elements in advertising will also be enhanced.

COMM 5841 Topical Studies in Advertising I

The instructor will lecture and direct the study of a topic in Advertising he or she specializes in. Students are allowed to take the above Topic Studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.



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COMM 5842 Topical Studies in Advertising II

The instructor will lecture and direct the study of a topic in Advertising he or she specializes in. Students are allowed to take the above Topic Studies courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COMM 5850 Advanced Advertising Art Direction

This course covers advanced principles and theories of art direction and design in the advertising industry. Students will develop an in-depth understanding of conceptual, technical, aesthetic and communicative skills in visual advertising. They will learn to develop, appreciate and evaluate creative visual ideas for advertising campaigns.

COMM 6120 Topical Studies in Communication III

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COMM 6121 Topical Studies in Communication IV

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COMM 6420 Strategies for Integrated Communication Campaigns

This course covers concepts and theories of social change, attitude change, diffusion of innovation, development and underdevelopment, and modernization. Students will be trained to do research in these areas and be able to apply communication theories and research methods in designing, executing and evaluating specific campaigns.

COMM 6836 Channel Planning and Performance Media

This course familiarizes students with the concepts of channel planning and performance media, including the use and analysis of data related to consumer behavior, media usage and audience insights, the development of a media plan, strategy development, media buying and budgeting in various channels like internet, TV and outdoor etc. through real-life applications and case studies.

COMM 6839 Consumer Behavior and Audience Analysis

As consumers are audience of mass media, an understanding of how audience consumes will help make successful advertising decisions. This course provides students with an understanding of the mental, emotional and physical activities that people engage in when selecting, purchasing and disposing of products and services so as to satisfy needs and desires. It will also introduce to students techniques for conducting and interpreting audience analysis, with a focus on demographic and psychographic methods used in the advertising industry.

COMM 6848 Account Planning and Advertising Management

This course helps students approach account servicing from multiple points of reference, such as agency, client and media, with the emphasis on a communication plan that integrates all elements of the promotional mix – advertising, personal selling, public relations, sales promotion, direct response and interactive marketing – into a total strategic package that results in maximum impact.



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Elective Courses

(from the Department of Marketing)

MKTG 5012 Marketing Research

This course deals with the systematic and objective search for, and analysis of, information relevant to major classes of marketing management problems. There will be a focus on applications of problem structuring and marketing data collection, processing, and analysis.

MKTG 5013 Buyer Behaviour

Integrated selected topics in buyer behaviour with marketing applications. Topics include: the sociological and psychological aspects of buyer behaviour, product adoption and diffusion, and the process of buyer behaviour, including search, motivation, influence, and interaction, and examination of normative behaviour models.

MKTG 5014 Managing Service Excellence

This course reviews the important concepts in service marketing. It addresses the issues involved in the effective marketing of services taking into account the unique characteristics of services. The issues which are covered include: the interactive nature of the service provider, the consumer and the physical environment in the service provision process; the importance to maintain high quality; and special problems related to the growth and internationalization of services.

MKTG 5015 Organisational Marketing

The major objectives of this course are to develop an understanding of the unique features, behaviour and problems of organizational marketing as compared to consumer marketing and to show how to apply the marketing managerial process (e.g., market segmentation, target market selection, development of the marketing mix) to the field of organizational marketing. The course is concerned with the application of modern marketing principles to organizational customers, including profit and non-profit organizations such as industrial buyers, government and social service institutions.

MKTG 5018 Big Data Strategy

This is an introductory course for big data marketing. The course introduces to the students the different types of data, data analytics, and their applications in marketing. The topics may include scanner panel data and shopping behavior analysis, web search data and online advertising, clickstream data and internet marketing, social network analysis, text mining and customer relationship management (CRM), machine learning and picture information processing, database management. Methodologies and techniques, including web crawling, logistic regression, and social network analysis, will be introduced and their business applications will be explained.

MKTG 6011 Strategic Marketing

Strategic Marketing course is designed to help students (1) understand what value creation is and how to identify opportunities for value creation; (2) link value creation to strategic marketing actions; and (3) develop an integrative approach to managing customers by taking into consideration factors such as corporate social responsibility and characteristics of the global economy.



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MKTG 6012 Integrated Marketing Communication

This course is designed to provide students with a theoretical and practical appreciation of the role of "integrated marketing communication" (IMC) in today's business environment. IMC differs from traditional advertising and promotion programs by using zero-based planning, data-driven communication and brand touch points. The course focuses on using strategic mix of advertising, sales promotion, public relations, event marketing and direct response promotions along with mass and two-way communication.

MKTG 6013 Customer Analytics

Customer analytics is a process by which businesses leverage customer data to make key marketing decisions. It has a precursor as the so-called process of customer relationship management (CRM). Historically, only repeated customer interactions—mainly in retail, service and industrial sectors—generate sizable data suitable for business analytics, and these data are stored in the CRM system. Today's market sees proliferation of customer data for not just loyal customers but even first-time or short-lived visitors, on not only customer transaction histories but also their characteristics, attitudes, opinions, and behaviors. Thanks to the advancement of ready-to-use data analytics tools, businesses can easily tap into this rich information to understand their customers' likes, needs, and wants better than ever before. If customers are the ultimate trophy that businesses are battling for in the market, customer analytics is the most powerful weapon a business need to master to outsmart one's competitors.

This course aims to provide students with the principles, frameworks as well as tools to make sense of customer data for business decision making. Our philosophy is to view customer data as assets of the business and the goal is to use right tools to uncover the relevant insights to acquire new customers, grow existing customers' loyalty, and ultimately, improve all customers' lifetime value to the business. In this course, we will ask the following questions:

- How to allocate marketing resources to acquire new customers?
- How to engage customers for their continued retention and relationship development?
- How to utilize effective data analytics tools to generate actionable customer insights?

We will then connect relevant findings to established strategies and tactics to develop and grow customer lifetime value.

MKTG 6014 Global Marketing Management

In this electronic age, multinational marketers will face a fast changing marketing environment. Globalization of business activities will no longer be the privilege of firms in the advanced countries. Existing concepts and theories in international marketing are being challenged for their abilities in solving problems in this electronic era. This course is designed to link theories with business practices. Topics include analyses of the underlying forces in international business, and the recent development of theoretical concepts and theories in the area of international marketing. Marketing strategies will be discussed for operations in both advanced and emerging economies.

MKTG 6015 Salesmanship and Sales Management

Salesmanship and Sales Management is the art of developing salespeople's selling skill and motivating one's own salesmanship through an insightful blend of training and management procedures: both "system"-driven and "human"-oriented. Topics will include: sales training, determining the nature and amount of personal sales effort, territory design, quota and other performance assessments, and other control measures. Special emphasis will be placed on the discussion of contemporary practices in salesmanship and the selecting, training, motivating, and directing of salespeople.



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MKTG 6017 Strategic Brand Management

One of the most important assets of any business is tangible: its brands. As industries become increasingly competitive, it is clear that strong brand-building skills are needed to survive and prosper. The Strategic Brand Management course is designed to provide conceptual background as well as practical approaches (i.e., relevant research techniques) to manage brands as a strategic asset as well as a primary source of competitive advantage. Topics include new product development process, brand creation, brand building, measuring/monitoring brand equity, and revitalizing brands. Although brands are one of the most important assets for any business, it is found that managers generally do not have very clear idea how to successfully manage their brands. Far too few managers really understand the concept of brand equity and how it must be implemented. In other words, managers need to learn the basic brand building concepts as well as the research techniques that can be used to collect data for brand planning. The objective of this course is to provide students with understanding regarding brand building concepts as well as to equip students with research techniques that can be used to build and manage a successful brand.

MKTG 6021 Business Negotiation

This course introduces current research and thought on the negotiation process, and provides opportunities for students to apply the concepts and skills in simulations of actual negotiations. Strategic lessons are learned from different actual cases. The objective is to enable students to appreciate the art and science of negotiation, to understand how to resolve conflicts and derive the most out of bargaining.

MKTG 6026 Behavioral Decision Making

Making decisions, from the trivial to the fundamental, is part of the everyday life of every manager and investor. For the last 30 years, psychologists — and more recently also economists — have studied how people process information and make decisions. This research program has provided an insightful understanding of how people's decisions deviate from "optimal" ones, and the consequences of such biases in financial and personal terms. This course is devoted to understanding the nature, causes and managerial implications of these limitations. It will help the students discover a series of serious yet often overlooked mistakes that most people would commit in a variety of decision contexts, including investment decisions, hiring decisions, purchase decisions and even marital decisions. At the same time, this course will also teach them how to correct these mistakes and how to reach optimal solutions. Instead of overwhelming the students with mathematic models or academic theories, this course will use many in-class exercises and questionnaires to convey the concepts.

MKTG 6029 Social Media Analytics

More than three-quarters of the top 100 companies are using at least one social media platforms (i.e., Facebook, Twitter, YouTube, etc.). Definitely, social media marketing has emerging as a tectonic shift from traditional marketing.

This course introduces concepts, theories and applications of social network and social media analysis such as network and graph theory applications in social media, as well as network marketing and social media strategy. Through lecture, discussion, guest speakers, case studies and team project, students will come to evaluate how social media has changed the marketing paradigm and practices and many companies are struggling with it.

This course helps students implement social media strategies which involve different aspects of marketing and hone their network analytical skills. Due to a strong need for marketing professionals who are attuned to this area, this course is specifically for students who are planning to enter digital/social media marketing, consulting and brand management roles.



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MKTG 6033 Digital Marketing

This course aims to discuss some new topics in digital marketing. It covers the interaction between online and offline marketing; the challenge of social media marketing to traditional marketing theories; models and problems of sharing economy; a discussion of different pricing models of internet companies; and the development and the influence of artificial intelligence (AI).

MKTG 6035 Marketing Analytics

Marketing analytics allow firms to measure, manage, and analyze marketing performance in order to maximize its effectiveness and return on investment. Advancements in collecting, storing, and analyzing information have created new business opportunities. Marketing analytics gives students an advantage to allocate marketing resources optimally to come out ahead of competition. Professionals with these skills are highly demanded.

This course provides students with solid foundation in marketing analytics. Students will build data skills to turn business data into prescriptive recommendations for the marketing execution process to maximize firms' strategic value. In this course, students will have the opportunity to experience hands on the use of business data to answer marketing questions and to analyze and present results.

Learning outcomes will include fundamentals of data analysis like data manipulation, data visualization and statistical tests, as well as advanced marketing applications such as data complexity reduction, factor analysis and choice models.

MKTG 6036 Pricing Analytics

Determining the price of a product or service is one of the most important but also complex marketing decisions. The objectives of this course are threefold. First, it aims to familiarize the students with the basic concepts and techniques in pricing decisions. Second, it introduces an integrated framework, which is structured around marketing's three C's: costs, customers and competitors, for assessing and formulating profitable pricing strategies. Third, this course points to analytical tools which are essential for the understanding of both pricing decision and its value creation process from a managerial perspective. Students are expected to not only understand the concepts for setting pricing decisions, but also be able to apply essential techniques for making profitable pricing decisions in current business environment.

MKTG 6037 Machine Learning in Marketing

Machine learning, with its capability of analyzing big databases for patterns and insights, is quickly altering the future landscape of marketing. This course uses real business cases from tech companies and aims at providing students with a basic understanding on how machine learning can assist modern marketing decisions. Topics such as the following will be covered: 1) unsupervised learning and recommendation systems; 2) supervised learning and churn rate prediction; 3) A/B testing and the optimization of advertising offers; 4) natural language processing and the analysis of user-generated content. Deep learning and artificial intelligence will also be discussed.