



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*

### MSSc in Advertising Programme (Full-Time and Part-Time)

#### Study Scheme

#### Applicable to students admitted in 2024-2025

#### 1. Coursework Requirement

Students are required to complete a minimum of 24 units of courses for graduation.

##### Required Courses

15 units

COMM 5520*	Applied Communication Research
COMM 5831	Theories in Advertising and Communication
COMM 5833	Creative Works: Appreciation and Strategy
COMM 5835	Legal and Ethical Aspects in Advertising
COMM 6848	Account Planning and Advertising Management

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

9 units

COMM 4848**	New Media Advertising
COMM 5110	Topical Studies in Communication I
COMM 5111	Topical Studies in Communication II
COMM 5460	Public Relations Writing
COMM 5510	Media Management
COMM 5580	Strategic Public Relations in Greater China
COMM 5723	Public Relations and Globalization
COMM 5837	Creative Digital Media Production
COMM 5840	Applied Advertising Copywriting
COMM 5841	Topical Studies in Advertising I
COMM 5842	Topical Studies in Advertising II
COMM 5850	Advanced Advertising Art Direction
COMM 6120	Topical Studies in Communication III
COMM 6121	Topical Studies in Communication IV
COMM 6420	Strategies for Integrated Communication Campaigns
COMM 6836	Channel Planning and Performance Media
COMM 6839	Consumer Behavior and Audience Analysis

##### Elective Courses (from the Department of Marketing)

Subject to approval of programme directors, students can take selected courses from M.Sc. in Marketing programme. These courses have limited quota.

MKTG 5012	Marketing Research
MKTG 5013	Buyer Behaviour
MKTG 5014	Managing Service Excellence
MKTG 5015	Organisational Marketing
MKTG 5018	Big Data Strategy
MKTG 6011	Strategic Marketing
MKTG 6012	Integrated Marketing Communication
MKTG 6013	Customer Analytics
MKTG 6014	Global Marketing Management
MKTG 6015	Salesmanship and Sales Management
MKTG 6017	Strategic Brand Management
MKTG 6021	Business Negotiation
MKTG 6026	Behavioral Decision Making
MKTG 6029	Social Media Analytics
MKTG 6033	Digital Marketing
MKTG 6035	Marketing Analytics



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MKTG 6036 Pricing Analytics  
MKTG 6037 Machine Learning in Marketing

The above elective course list is subject to changes by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

\_\_\_\_\_ Total: 24 units

\* Students who have taken research method course(s) in Social Science or related disciplines may apply for course exemption from the Division Head. The grade(s) obtained in the course(s) must be B or above. Supporting materials need to be provided by the student, including the official transcript with proof of grade(s) and the course syllabi of the course(s) taken.

\*\* Students cannot take more than one undergraduate course. There are additional requirements for postgraduate students when taking undergraduate courses.

### 2. Remarks

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other courses within and/or outside the Division of Communication.



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### 廣告社會科學碩士課程 (全日制與兼讀制)

#### 修讀辦法

二〇二四至二〇二五年度入學學生適用

#### 一. 課程要求

學生須至少修畢 24 學分方可畢業。

必修科目	15 學分
COMM 5520*	應用傳播研究
COMM 5831	廣告及傳播理論
COMM 5833	創意作品：欣賞及策略
COMM 5835	廣告法則與倫理
COMM 6848	客戶企劃與管理

選修科目 (新聞與傳播學院)	9 學分
COMM 4848*	新媒體廣告
COMM 5110	傳播專題研究 (一)
COMM 5111	傳播專題研究 (二)
COMM 5460	公共關係寫作
COMM 5510	媒介管理
COMM 5580	大中華區公共關係策略
COMM 5723	公共關係與全球化
COMM 5837	創意數碼媒體製作
COMM 5840	實用廣告撰稿
COMM 5841	廣告專題研究(一)
COMM 5842	廣告專題研究(二)
COMM 5850	廣告美術指導與設計進階
COMM 6120	傳播專題研究 (三)
COMM 6121	傳播專題研究 (四)
COMM 6420	整合傳播策略研究
COMM 6836	媒介規劃及行銷
COMM 6839	消費行為與受眾分析

#### 選修科目 (市場學系)

學生經課程主任批准，可選修市場學理學碩士課程之科目，名額有限。

MKTG 5012	市場研究
MKTG 5013	消費者行為
MKTG 5014	優質服務營銷
MKTG 5015	企業市場營銷
MKTG 5018	大數據戰略
MKTG 6011	策略市場營銷
MKTG 6012	整合營銷傳播
MKTG 6013	消費者分析
MKTG 6014	環球營銷管理
MKTG 6015	銷售技巧及管理
MKTG 6017	策略品牌管理



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MKTG 6021	商業談判
MKTG 6026	行為策略
MKTG 6029	社交媒體分析
MKTG 6033	數字營銷
MKTG 6035	營銷分析
MKTG 6036	定價分析
MKTG 6037	機器學習的營銷應用

上述選修科目可能有所變更，惟原則上學生須選修與其事業目標密切相關的科目。

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共 24 學分

- \* 學生曾修讀社會科學或相關學科研究方法課程，且相關科目獲得的成績達 B 級或以上，可向學部主任申請科目豁免。學生須於申請時提交證明文件，包括正式成績單及所修相關科目的課程大綱。
- \* 學生最多只可修讀一個本科課程的科目，並且須要完成特別為研究生而設的額外課程要求。

### 二· 備註

如獲學部主任批准，學生可選讀本學部選修科目以外或其他學部的科目。