

School of Journalism and Communication

M.S.Sc. in Advertising

1st Term Timetable 2017 - 2018

4/9/2017 10:47

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses (Pre-assigned on CUSIS)</i>						
COMM5520F	Applied Communication Research 應用傳播研究	3	E	Dr WONG Man Kun Magdalena	Mon 6:30 pm - 9:15 pm	WMY 405
COMM5831A	Theories in Advertising and Communication 廣告及傳播理論	3	E	Prof KIM So Jung	Tue 6:30 pm - 9:15 pm	YIA 502
COMM5831B	Theories in Advertising and Communication 廣告及傳播理論	3	E	Prof KIM So Jung	Wed 2:30 pm - 5:15 pm	NAH 312
COMM6848A	Account Planning and Advertising Management 客戶企劃與管理	3	E	Prof WONG Ka Fai Mike	Tue 2:30 pm - 5:15 pm	SWH 2
COMM6848B	Account Planning and Advertising Management 客戶企劃與管理	3	C	Ms SY Ting Chi Tammy	Fri 7:00 pm - 10:00 pm	YIA 502
<i>Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period in August and Add/Drop Period)</i>						
COMM5837*	Creative Digital Media Production 創意數碼媒體製作	3	E	Mr PO Gilbert Ka Tsun	Thu 6:30 pm - 9:15 pm	WMY 302
COMM5840	Applied Advertising Copywriting 實用廣告撰稿	3	C	Mr LO Ting Fai	Sat 1:30 pm - 4:15 pm	MMW 706
COMM5841	Topical Studies in Advertising I <i>Branding in China</i> 廣告專題研究(一)	3	C&E	Ms LEUNG Ka Man Alice	Sat 10:00 am - 1:15 pm	WMY 508
COMM5850	Advanced Advertising Art Direction 廣告美術指導與設計進階	3	C&E	Ms SHING Kit Ming Ms SUC Man Ki	Wed 6:30 pm - 9:15 pm	WMY 401
<i>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the Add/Drop Period only via CUSIS)</i>						
COMM5120	Globalization and Communication 全球化與傳播	3	E	Prof QIU Linchuan Jack	Thu 10:30 am - 1:15 pm	NAH 312
COMM5550A	Corporate Communication 企業傳播	3	E	Prof Sora KIM	Tue 6:30 pm - 9:15 pm	WMY 407
COMM5942	New Communication Technologies: Trends and Impacts 新傳播科技：趨勢與影響	3	E	Prof LEUNG Wing Chi Louis	Tue 6:30 pm - 9:15 pm	NAH 213
COMM5950	New Media Content Development 新媒體內容創作	3	E	Prof CHAN Che Ming Michael	Wed 6:30 pm - 9:15 pm	WMY 305

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
COMM5960	Issues of ICTs in China 中國信息傳播媒體研究	3	P#E	Prof QIU Linchuan Jack	Fri 2:30 pm - 5:15 pm	NAH 114

* Creative Digital Media Production (創意數碼媒體製作), previously known as Creative Television Advertising Production(創意電視廣告製作), is prescribed as updated course title of COMM5837. In the CUSIS, previous title is used at the moment.

Buildings:

MMW	Mong Man Wai Building
NAH	Humanities Building, New Asia College
SWH	Swire Hall, Fung King Hey Building
WMY	Wu Ho Man Yuen Building
YIA	Yasumoto International Academic Park

Languages:

C	Cantonese
C&E	Both Cantonese and English are used
E	English
P#E	Putonghua but will change to English when there is any student who does not know Putonghua