

**M.S.Sc. in Advertising**  
**2nd Term Timetable 2017 - 2018**

15/12/2017 11:18

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses (Pre-assigned on CUSIS)</i>						
COMM5520E	Applied Communication Research 應用傳播研究	3	E	Dr WONG Man Kun Magdalena	Wed 9:30 am - 12:15 pm	NAH 213
COMM5833A	Creative Works: Appreciation and Strategy 創意作品：欣賞及策略	3	P&E	Mr HO Hin Hon Milker	Sat 2:30 pm - 5:15 pm	WMY 405
COMM5833B	Creative Works: Appreciation and Strategy 創意作品：欣賞及策略	3	E	Mr TANG Chi Cheung	Tue 6:30 pm - 9:15 pm	AIT 211
COMM5835	Legal and Ethical Aspects in Advertising 廣告法則與倫理	3	E	Prof LEE LAI Chun Hing Annisa	Fri 6:30 pm - 9:15 pm	NAH 12
<i>Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)</i>						
COMM5111	Topical Studies in Communication II <i>Cultural Theories in Late Capitalism</i> 傳播專題研究 (二)	3	E	Prof Scott Matthew LASH	Tue 10:00 am - 12:45 pm	NAH 314
COMM5842	Topical Studies in Advertising II <i>IMC Cases and Campaigns</i> 廣告專題研究(二)	3	P&E	Prof WONG Ka Fai Mike	Wed 6:30 pm - 9:15 pm	WMY 301
COMM6120	Topical Studies in Communication III <i>Crisis Management for Executives</i> 傳播專題研究 (三)(for students with 1 or more years of working experience after UG graduation)	3	C	Mr HO Wing Hong Philip	Sat 2:00 pm - 4:30 pm	WMY 502
COMM6121#	Topical Studies in Communication IV <i>Post-communist Media and Society - Opportunities and Challenges</i> (including a study trip to Prague) 傳播專題研究 (四)	3	E	Miss TAM Wai Wan Vivian	TBA	NAH 208
COMM6836	Media Analysis and Planning 傳媒分析與策劃	3	C	Mr LEUNG Ying Kit Raymond	Mon 7:00 pm - 10:00 pm	YIA 502
COMM6839	Consumer Behaviour and Audience Analysis 消費行為與受眾分析	3	P&E	Prof WONG Ka Fai Mike	Thu 6:30 pm - 9:15 pm	WMY 405

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<i>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the Add/Drop Period only via CUSIS)</i>						
COMM5590	Communication in Intercultural Settings 跨文化傳播	3	E	Prof Saskia WITTEBORN	Thu 10:30 am - 1:15 pm	NAH 312
COMM5599A*	Conflict Resolution 衝突調解	3	P&E	Prof HUANG Yi Hui Christine	Sat 10:00 am - 12:45 pm	YIA LT9
COMM5599B*	Conflict Resolution 衝突調解	3	P&E	Prof HUANG Yi Hui Christine	Fri 1:30 pm - 4:15 pm	UCC C2
COMM5631	Topical Studies in Journalism I <i>Digital Humanities: Methods and Tools</i> 新聞學專題研究 (一)	3	E	Prof LIANG Hai	Tue 6:30 pm - 9:15 pm	NAH 209
COMM5710	Seminar in Communication Theories 傳播理論研討	3	E	Prof Saskia WITTEBORN	Tue 2:30 pm - 5:15 pm	NAH 312
COMM5711	Comparative Media Systems and Global Media 比較媒介制度及全球媒體	3	E	Prof Rolien Susanne HOYNG	Fri 2:30 pm - 5:15 pm	UCC 111
COMM5980	New Media Ecology 新媒體生態	3	E	Prof CHEN Hsuan Ting	Wed 6:30 pm - 9:15 pm	AIT G03
COMM6420	Strategies for Integrated Communication Campaigns 整合傳播策略研究	3	E	Prof Sora KIM	Thu 6:30 pm - 9:15 pm	AIT 212

# No online registration is required. Students successfully applied for the study trip will be automatically enrolled in the class.

\* Understanding of Chinese in either Cantonese or Putonghau is required.

**Buildings:**

AIT An Integrated Teaching Building  
 NAH Humanities Building, New Asia College  
 UCC T.C. Cheng Building, United College  
 WMY Wu Ho Man Yuen Building  
 YIA Yasumoto International Academic Park

**Languages:**

C Cantonese  
 E English  
 P&E Both Putonghua and English are used