

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

22/2/2018 12:58

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 10:00 am - 12:45 pm	SB 239
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 403

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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
SB	Sino Building
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