

School of Journalism and Communication

M.S.Sc. in Advertising

1st Term Timetable 2018 - 2019

11/7/2018 12:54

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses (Pre-assigned on CUSIS)</i>						
COMM5831	Theories in Advertising and Communication 廣告及傳播理論	3	E	Prof LEE LAI Chun Hing Annisa	Wed 6:30 pm - 9:15 pm	YIA LT9
COMM6848A	Account Planning and Advertising Management 客戶企劃與管理	3	E	Prof WONG Ka Fai Mike	Mon 6:30 pm - 9:15 pm	AIT 212
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>						
COMM5110	Topical Studies in Communication I <i>Cultural Studies</i> 傳播專題研究(一): 文化研究	3	E	Prof FUNG Ying Him Anthony	Mon 10:30 am - 1:15 pm	CKB 108
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	AIT 212
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	Tue 6:30 pm - 9:15 pm	WMY 405
<i>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the Add/Drop Period only via CUSIS)</i>						
COMM5710	Seminar in Communication Theories 傳播理論研討	3	E	Prof Saskia WITTEBORN	Tue 10:30 am - 1:15 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	Wed 10:30 am - 1:15 pm	NAH 314
COMM5950	New Media Content Development 新媒體內容創作	3	E	Prof CHAN Che Ming Michael	Fri 2:30 pm - 5:15 pm	NAH 114
COMM5980	New Media Ecology 新媒體生態	3	E	Prof CHEN Hsuan Ting	Wed 6:30 pm - 9:15 pm	YIA 201

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COMM6420	Strategies for Integrated Communication Campaigns 整合傳播策略研究	3	E	Prof Sora KIM	Tue 6:30 pm - 9:15 pm	WMY 301

Buildings:

AIT An Integrated Teaching Building
CKB Chen Kou Bun Building
MMW Mong Man Wai Building
NAH Humanities Building, New Asia College
WMY Wu Ho Man Yuen Building
YIA Yasumoto International Academic Park

Languages:

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