

M.S.Sc. in Advertising
2nd Term Timetable 2018 - 2019

5/9/2018 14:19

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM5833)</i>						
COMM5520E	Applied Communication Research 應用傳播研究	3	E	Dr WONG Man Kun Magdalena	Sat 10:00 am - 1:15 pm	YIA 503
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	Wed 6:30 pm - 9:15 pm	WMY 304
<i>Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)</i>						
COMM5842A	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	Fri 6:30 pm - 9:15 pm	WMY 402
COMM5842B	Topical Studies in Advertising II <i>Mastering Social Media</i> 廣告專題研究(二)	3	E	Mr CHAN Wing Tai Danny	Thu 6:30 pm - 9:15 pm	AIT 212
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 9:00 am - 11:45 am	WMY 402
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
<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

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COMM5470	Public Relations Campaigns and Cases 公共關係策略與案例	3	P&E	Prof HUANG Yi Hui Christine	Sat 10:00 am - 12:45 pm	WMY 306
COMM5550B	Corporate Communication 企業傳播	3	E	Prof Sora KIM	Wed 2:30 pm - 5:15 pm	NAH 312
COMM5561*	Topical Studies in Corporate Communication I <i>Seminar on Crisis, Public Communication and Societal Culture</i> 企業傳播專題研究(一)：危機、公眾傳播與社會文化	3	P&E	Prof HUANG Yi Hui Christine	Fri 1:30 pm - 4:15 pm	NAH 312
COMM5590	Communication in Intercultural Settings 跨文化傳播	3	E	Prof Saskia WITTEBORN	Tue 10:30 am - 1:15 pm	NAH 312
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	Wed 10:30 am - 1:15 pm	NAH 209

No online registration is required. Students successfully selected to join the study trip will be automatically enrolled in the class.

*This is a research-oriented class designed for Research Postgraduate students and Taught Master Programme students who are interested in doing research. Approval from instructor is required. Registration through submission of special registration form to the General Office before 27 December 2018.

Buildings:

AIT	An Integrated Teaching Building
NAH	Humanities Building, New Asia 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