

**School of Journalism and Communication**  
**M.S.Sc. in Corporate Communication**  
**2nd Term Timetable 2018 - 2019**

16/1/2019 11:36

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<b>Postgraduate Required Courses</b> (For Part-time students, evening courses are pre-assigned on CUSIS; Full-time students have to register themselves)						
COMM5550A	Corporate Communication 企業傳播	3	P&E	Dr WU Shih Chia	Wed 6:30 pm - 9:15 pm	CYT LT5
COMM5550B	Corporate Communication 企業傳播	3	E	Prof Sora KIM	Wed 2:30 pm - 5:15 pm	NAH 312
COMM5570A	Interpersonal and Group Communication 人際與團體傳播	3	C	Prof LEE Kaman	Tue 6:30 pm - 9:15 pm	AIT 212
COMM5570B	Interpersonal and Group Communication 人際與團體傳播	3	C&E	Prof LEE Kaman	Tue 2:30 pm - 5:15 pm	NAH 115
<b>Postgraduate Elective Courses offered by M.S.Sc. in Corporate Communication</b> (Course registration during BOTH course selection period and Add/Drop Period)						
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
COMM5480	Investor Relations 投資者關係	3	C&E	Mr TSANG Lap Ki Richard	Mon 6:30 pm - 9:15 pm	YIA 503
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 208
COMM5564	Topical Studies in Corporate Communication IV <i>Strategic Corporate Management: Exploring Entertainment Content Ecosystem in Greater China</i> 企業傳播專題研究(四)	3	P&E	Dr KUO Wei Chun Lex	Sat 2:30 pm - 5:15 pm	NAH 208
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

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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>						
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
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
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
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

\*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.

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

**Buildings:**

AIT An Integrated Teaching Building  
 CYT Cheng Yu Tung 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  
 P&E Both Putonghua and English are used