

School of Journalism and Communication
M.S.Sc. in Advertising
1st Term Timetable 2019 - 2020

8/7/2019 12:01 PM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM6848)</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	ARC 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>						
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	ARC 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
COMM5841A	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 <u>Add/Drop Period</u> only)</i>						
COMM5120	Globalization and Communication 全球化與傳播	3	E	Prof QIU Linchuan Jack	Thu 10:30 am - 1:15 pm	UCC C3
COMM5550A	Corporate Communication 企業傳播	3	E	Prof Sora KIM	Wed 6:30 pm - 9:15 pm	YIA 201
COMM5550B	Corporate Communication 企業傳播	3	E	Prof Sora KIM	Wed 2:30 pm - 5:15 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	WMY 306
COMM5650	Journalism Theory and Analysis 新聞理論與分析	3	E	Prof FANG Kecheng	Fri 6:30 pm - 9:15 pm	WMY 304

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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
COMM5950	New Media Content Development 新媒體內容創作	3	E	Prof CHAN Che Ming Michael	Wed 6:30 pm - 9:15 pm	WMY 301
COMM5960	Issues of ICTs in China 中國信息傳播媒體研究	3	E	Prof QIU Linchuan Jack	Mon 2:30 pm - 5:15 pm	NAH 11
COMM5980	New Media Ecology 新媒體生態	3	E	Prof CHEN Hsuan Ting	Tue 6:30 pm - 9:15 pm	WMY 301

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

Buildings:

ARC Lee Shau Kee Architecture Building
MMW Mong Man Wai 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
C&E Both Cantonese and English are used
E English
P&E Both Putonghua and English are used