

M.S.Sc. in Advertising
2nd 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 COMM5833)</i>						
COMM5520E	Applied Communication Research 應用傳播研究	3	E	Dr WONG Man Kun Magdalena	Sat 10:00 am - 1:00 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	Thu 2:30 pm - 5:15 pm	UCC 201
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 or co-offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)</i>						
COMM5110	Topical Studies in Communication I <i>Internet Policy</i> 傳播專題研究 (一)	3	E	Prof TSUI Lok Man	Mon 2:30 pm - 5:15 pm	UCC 111
COMM5841B	Topical Studies in Advertising I <i>Mastering Social Media</i> 廣告專題研究(一)	3	E	Mr CHAN Wing Tai Danny	Thu 6:30 pm - 9:15 pm	WMY 502
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	Tue 6:30 pm - 9:15 pm	ARC 211
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	Fri 6:30 pm - 9:15 pm	ARC 211

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<i>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period only</u>)</i>						
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
COMM5711	Global Internet: Comparison and Critique 全球化下的互聯網:比較與批判	3	E	Prof Rolien Susanne HOYNG	Thu 10:30 am - 1:15 pm	NAH 312
COMM5942	New Communication Technologies: Trends and Impacts 新傳播科技:趨勢與影響	3	E	Prof WEI Ran	Wed 6:30 pm - 9:15 pm	WMY 403
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	YIA 505

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

Buildings:

ARC Lee Shau Kee Architecture 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
 E English
 P&E Both Putonghua and English are used