

School of Journalism and Communication
M.S.Sc. in Corporate Communication
2nd Term Timetable 2019 - 2020

15/7/2019 3:04 PM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<i>Postgraduate Required Courses</i> (For Part-time students, evening courses are pre-assigned on CUSIS; Full-time students have to register themselves)						
COMM5470A	Public Relations Campaigns and Cases 公共關係策略與案例	3	P&E	Dr WU Shih Chia	Wed 6:30 pm - 9:15 pm	WMY 301
COMM5470B	Public Relations Campaigns and Cases 公共關係策略與案例	3	P&E	Dr WU Shih Chia	Wed 2:30 pm - 5:15 pm	MMW 705
COMM5570A	Interpersonal and Group Communication 人際與團體傳播	3	C	Prof LEE Kaman	Tue 6:30 pm - 9:15 pm	ARC 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 11
<i>Postgraduate Elective Courses offered or co-offered by M.S.Sc. in Corporate Communication</i> (Course registration during BOTH course selection period and Add/Drop Period)						
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
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
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
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

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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
<i>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period</u> only)</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
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
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
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

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
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