

School of Journalism and Communication  
**M.S.Sc. in Advertising**  
**1st Term Timetable 2020 - 2021**

7/8/2020 10:53 AM

Full-time / Part-time

| Course Code  | Course Title  | Unit | Language | Teacher                       | Class Period           |
|--|---|------|----------|-------------------------------|------------------------|
| <i>Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM6848)</i>  |   |      |          |                               |                        |
| COMM5520E  | Applied Communication Research<br>應用傳播研究  | 3    | E        | Prof WEI Ran                  | Mon 6:30 pm - 9:15 pm  |
| COMM5831   | Theories in Advertising and Communication<br>廣告及傳播理論  | 3    | E        | Prof LEE LAI Chun Hing Annisa | Tue 6:30 pm - 9:15 pm  |
| COMM6848A  | Account Planning and Advertising Management<br>客戶企劃與管理  | 3    | E        | Prof WONG Ka Fai Mike         | Wed 6:30 pm - 9:15 pm  |
| COMM6848B  | Account Planning and Advertising Management<br>客戶企劃與管理  | 3    | C        | Ms SY Ting Chi Tammy          | Fri 7:00 pm - 10:00 pm |
| <i>Postgraduate Elective Courses offered by M.S.Sc. in Advertising<br/>(Course registration during BOTH course selection period in August and Add/Drop Period)</i> |   |      |          |                               |                        |
| COMM5110   | Topical Studies in Communication I<br><i>Digital Platform: Globalization, Cultural Economy and China</i><br>傳播專題研究(一) | 3    | E        | Prof FUNG Ying Him Anthony    | Tue 6:30 pm - 9:15 pm  |
| COMM5837   | Creative Digital Media Production<br>創意數碼媒體製作   | 3    | E        | Mr PO Gilbert Ka Tsun         | Thu 6:30 pm - 9:15 pm  |
| COMM5840   | Applied Advertising Copywriting<br>實用廣告撰稿   | 3    | C        | Mr LO Ting Fai                | Sat 1:30 pm - 4:15 pm  |
| COMM5841A  | Topical Studies in Advertising I<br><i>Branding in China</i><br>廣告專題研究(一)   | 3    | C&E      | Ms LEUNG Ka Man Alice         | Sat 10:00 am - 1:15 pm |
| <i>Postgraduate Elective Courses offered by other programmes of the School<br/>(Course registration during the Add/Drop Period only)</i>                           |   |      |          |                               |                        |
| COMM5310   | Statistical Analysis in Communication<br>傳播研究之統計分析  | 3    | E        | Prof CHAN Che Ming Michael    | Wed 10:30 am - 1:15 pm |
| COMM5570A  | Interpersonal and Group Communication<br>人際與團體傳播  | 3    | C        | Prof LEE Kaman                | Mon 6:30 pm - 9:15 pm  |
| COMM5570B  | Interpersonal and Group Communication<br>人際與團體傳播  | 3    | C&E      | Prof LEE Kaman                | Mon 2:30 pm - 5:15 pm  |

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| COMM5650    | Journalism Theory and Analysis<br>新聞理論與分析                         | 3    | E        | Prof FANG Kecheng          | Mon 6:30 pm - 9:15 pm  |
| COMM5710    | Seminar in Communication Theories<br>傳播理論研討                       | 3    | E        | Prof Saskia WITTEBORN      | Tue 10:30 am - 1:15 pm |
| COMM5942    | New Communication Technologies: Trends and Impacts<br>新傳播科技：趨勢與影響 | 3    | E        | Prof WEI Ran               | Wed 6:30 pm - 9:15 pm  |
| COMM5950    | New Media Content Development<br>新媒體內容創作                          | 3    | E        | Prof CHAN Che Ming Michael | Thu 6:30 pm - 9:15 pm  |
| COMM6420    | Strategies for Integrated Communication Campaigns<br>整合傳播策略研究     | 3    | E        | Prof Sora KIM              | Wed 6:30 pm - 9:15 pm  |

Languages:

- C Cantonese
- C&E Both Cantonese and English are used
- E English