

Course Code	Course Title	Unit	Language	Teacher	Class Period	Teaching Mode
Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM5833)						
COMM5833A	Creative Works: Appreciation and Strategy 創意作品：欣賞及策略	3	E	Mr HO Hin Hon Milker	Sat 2:30 pm - 5:15 pm	Mixed-Mode YIA 201
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	Online
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	Mixed-Mode SC L4
Postgraduate Elective Courses offered or co-offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)						
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	Tue 6:30 pm - 9:15 pm	Mixed-Mode ARC G03
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	Thu 6:30 pm - 9:15 pm	Mixed-Mode CYT LT5
COMM5850	Advanced Advertising Art Direction 廣告美術指導與設計進階	3	C&E	Ms SHING Kit Ming	Mon 6:30 pm - 9:15 pm	Mixed-Mode WMY 408
COMM6836	Channel Planning and Performance Media 媒介規劃及行銷	3	C	Mr LEUNG Ying Kit Raymond	Mon 7:00 pm - 10:00 pm	Online
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	Mixed-Mode NAH 312
Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period only</u>)						
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	Thu 6:30 pm - 9:15 pm	Online
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	Mixed-Mode NAH 312
COMM6220	Global and Comparative Communication 全球與比較傳播	3	E	Prof TSUI Lok Man	Thu 10:30 am - 1:15 pm	Online

School of Journalism and Communication
M.S.Sc. in Advertising
2nd Term Timetable 2020 - 2021

Full-time / Part-time

8/4/2021 9:56 AM

Buildings:

ARC	Lee Shau Kee Architecture Building
CYT	Cheng Yu Tung Building
LSB	Lady Shaw Building
NAH	Humanities Building, New Asia College
SC	Science Centre
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