

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

8/4/2021 9:54 AM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Teaching Mode
Postgraduate Required Courses (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	Mixed-Mode YIA LT9
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	Mixed-Mode NAH 312
COMM5550A	Corporate Communication 企業傳播	3	E	Ms SHEK Ka Lai Clara	Sat 2:30 pm - 5:15 pm	Mixed-Mode YIA LT8
COMM5550B	Corporate Communication 企業傳播	3	P&E	Dr WU Shih Chia	Fri 2:30 pm - 5:15 pm	Mixed-Mode NAH 312
Postgraduate Elective Courses offered or co-offered by M.S.Sc. in Corporate Communication (Course registration during BOTH course selection period and Add/Drop Period)						
COMM5480	Investor Relations 投資者關係	3	C&E	Mr TSANG Lap Ki Richard	Mon 6:30 pm - 9:15 pm	Mixed-Mode LSB LT2
COMM5580	Strategic Public Relations in Greater China 大中華區公共關係策略	3	E	Mr FUNG Kai Ming Derek	Thu 6:30 pm - 9:15 pm	Mixed-Mode LSB LT5
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
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>)						
COMM5320	Quantitative Communication Research 定量傳播研究	3	E	Prof WEI Ran	Wed 10:30 am - 1:15 pm	Mixed-Mode NAH 112
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

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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
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
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
COMM6320	Digital Research 數碼研究	3	E	Prof LIANG Hai	Mon 2:30 pm - 5:15 pm	Online

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
 YIA Yasumoto International Academic Park

Languages:

C&E Both Cantonese and English are used
 E English
 P&E Both Putonghua and English are used