

M.S.Sc. in Advertising
2nd Term Timetable 2024 - 2025

2/8/2024 9:30 AM

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM5833)						
COMM5520E	Applied Communication Research 應用傳播研究	3	E	Mr TANG Ho Man Alex	Tue 6:30 pm - 9:15 pm	WMY 407 NAH 209
COMM5833A	Creative Works: Appreciation and Strategy 創意作品: 欣賞及策略	3	E	Mr HO Hin Hon Milker	Fri 2:30 pm - 5:15 pm	NAH 208
COMM5833B	Creative Works: Appreciation and Strategy 創意作品: 欣賞及策略	3	E	Mr LO Sheung Yan	Sat 10:30 am - 1:15 pm	WMY 402
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 508
Postgraduate Elective Courses offered or co-offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)						
COMM5565	Topical Studies in Corporate Communication V <i>Persuasive Technologies and Stakeholder Engagement</i> 企業傳播專題研究 (五)	3	E	Prof ZHANG Jingwen	Tue 6:30 pm - 9:15 pm	WMY 403
COMM5840	Applied Advertising Copywriting 實用廣告撰稿	3	P&C	Ms LAM Siu Kay Carol	Sat 2:30 pm - 5:15 pm	WMY 405
COMM5841B	Topical Studies in Advertising I <i>Mastering Digital, Social and Mobile Content</i> 廣告專題研究(一)	3	E	Mr CHAN Wing Tai Danny	Thu 6:30 pm - 9:15 pm	WMY 306
COMM5842	Topical Studies in Advertising II <i>Brand Strategy and Integrated Marketing Communication</i> 廣告專題研究(二)	3	E	Prof WONG Ka Fai Mike	Thu 6:30 pm - 9:15 pm	WMY 408
COMM6121#	Topical Studies in Communication IV <i>Middle and Eastern Europe Media and Society</i> (including a study trip to Prague and Krakow) 傳播專題研究 (四)	3	E	Ms TAM Wai Wan Vivian	Sun 10:30 am - 1:15 pm	NAH 208
COMM6839	Consumer Behaviour and Audience Analysis 消費行為與受眾分析	3	E	Prof WONG Ka Fai Mike	Fri 6:30 pm - 9:15 pm	WMY 402

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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>						
COMM5110B	Topical Studies in Communication I <i>Emerging Technologies and Persuasive Communication</i> 傳播專題研究 (一)	3	E	Prof ZHANG Jingwen	Mon 2:30 pm - 5:15 pm	NAH 312
COMM5111	Topical Studies in Communication II <i>Computational Social Science: Connect Media and Psychology</i> 傳播專題研究 (二)	3	E	Prof QIU Lin	Tue 10:30 am - 1:15 pm	NAH 208
COMM5120	Globalization and Communication 全球化與傳播	3	E	Prof LIN Jian	Tue 2:30 pm - 5:15 pm	NAH 312
COMM5550A	Corporate Communication 企業傳播	3	E	Prof RIM Hyejoon	Tue 6:30 pm - 9:15 pm	WMY 305
COMM5570A	Interpersonal Communication Solutions 人際傳播框架下之公關解決方案	3	C	Prof LEE Kaman	Mon 6:30 pm - 9:15 pm	YIA 503
COMM5961	Topical Studies in New Media I <i>Critical Data Studies</i> 新媒體專題研究 (一)	3	E	Prof CHAN Ngai Keung Oliver	Wed 6:30 pm - 9:15 pm	WMY 402

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

Pre-trip Seminars for COMM6121 Topical Studies in Communication IV: Middle and Eastern Europe Media and Society (including a study trip to Prague and Krakow in December 2024) will be scheduled on Sundays (10:30 am - 1:15 pm) in October and November 2024. The post-trip presentation will be in January 2025.

Buildings:

NAH Humanities Building, New Asia College
 WMY Wu Ho Man Yuen Building
 YIA Yasumoto International Academic Park

Languages:

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