

**M.S.Sc. in Advertising**  
**2nd Term Timetable 2021 - 2022**

20/12/2021 9:40 AM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<b>Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM5833)</b>						
COMM5520E	Applied Communication Research 應用傳播研究	3	E	Prof WANG Jinping	Tue 6:30 pm - 9:15 pm	WMY 407
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	YIA 201
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	LSK LT1
<b>Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period)</b>						
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	Mon 6:30 pm - 9:15 pm	WMY 407
COMM5842B	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	Sat 6:30 pm - 9:15 pm	WMY 301
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	WMY 403
<b>Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period only</u>)</b>						
COMM5111	Topical Studies in Communication II <i>Video Power and Digital Communication</i> 傳播專題研究 (二)	3	E	Prof ZHOU Shuhua	Wed 10:30 am - 1:15 pm	Online (January) & YIA 201 (February to April)
COMM5120	Globalization and Communication 全球化與傳播	3	E	Prof CHAN Lik Sam	Thu 10:30 am - 1:15 pm	WMY 406
COMM5561*	Topical Studies in Corporate Communication I <i>Crisis and Risk Communication</i> 企業傳播專題研究 (一)	3	E	Prof Sora KIM	Mon 2:30 pm - 5:15 pm	NAH 314
COMM5961B	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	Fri 6:30 pm - 9:15 pm	WMY 305
COMM5980	New Media Ecology 新媒體生態	3	E	Prof CHEN Hsuan Ting	Tue 6:30 pm - 9:15 pm	YIA 201

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COMM6420	Strategies for Integrated Communication Campaigns 整合傳播策略研究	3	E	Prof Sora KIM	Wed 6:30 pm - 9:15 pm	WMY 407

\*This is a research-oriented class designed for Research Postgraduate students and Taught Master Programme students who are interested in doing research. Approval from instructor is required. Registration through submission of special registration form to the General Office before 27 December 2021.

**Buildings:**

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

**Languages:**

E	English
P&E	Both Putonghua and English are used