

School of Journalism and Communication  
**M.S.Sc. in Corporate Communication**  
**1st Term Timetable 2021 - 2022**

26/8/2021 3:25 PM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
<b>Postgraduate Required Courses</b> (For Part-time students, evening/weekend courses are pre-assigned on CUSIS; Full-time students have to register themselves)						
COMM5520B*	Applied Communication Research 應用傳播研究	3	E	Mr SIU Yue Hei Dr LEUNG Ka Kuen Dennis	Mon 10:30 am - 1:15 pm	UCC C3
COMM5550A	Corporate Communication 企業傳播	3	E	Prof Sora KIM Prof WANG Jinping	Wed 6:30 pm - 9:15 pm	YIA 201
COMM5550B	Corporate Communication 企業傳播	3	E	Prof Sora KIM Prof WANG Jinping	Wed 2:30 pm - 5:15 pm	UCC C5
COMM5570A	Interpersonal Communication Solutions 人際傳播框架下之公關解決方案	3	C	Prof LEE Kaman	Thu 6:30 pm - 9:15 pm	ELB 206
COMM5570B	Interpersonal Communication Solutions 人際傳播框架下之公關解決方案	3	C&E	Prof LEE Kaman	Tue 2:30 pm - 5:15 pm	NAH 11
<b>Postgraduate Elective Courses offered or co-offered by M.S.Sc. in Corporate Communication</b> (Course registration during BOTH course selection period in August and Add/Drop Period)						
COMM5530	Crisis Management 危機管理	3	E	Dr LO Wai Yu Olivine	Sat 2:30 pm - 5:15 pm	WMY 402
COMM5562	Topical Studies in Corporate Communication II <i>Digital PR in the Information Age</i> 企業傳播專題研究 (二)	3	P&E	Dr WU Shih Chia	Tue 6:30 pm - 9:15 pm	WMY 303
COMM5580	Strategic Public Relations in Greater China 大中華區公共關係策略	3	E	Mr FUNG Kai Ming Derek	Sat 10:30 am - 1:15 pm	WMY 301
COMM5841A	Topical Studies in Advertising I <i>Branding in China</i> 廣告專題研究(一)	3	C&E	Ms LEUNG Ka Man Alice	Sat 10:00 am - 1:15 pm	YIA 505
COMM5842A	Topical Studies in Advertising II <i>Applied Data Science for Marketing</i> 廣告專題研究(二)	3	E	Mr LAU Wai Leung Eden	Wed 6:30 pm - 9:15 pm	WMY 408
<b>Postgraduate Elective Courses offered by other programmes of the School</b> (Course registration during the <u>Add/Drop Period only</u> )						
COMM5110	Topical Studies in Communication I <i>Cultural Studies: Concepts and Theories</i> 傳播專題研究 (一)	3	E	Prof FUNG Ying Him Anthony	Mon 10:30 am - 1:15 pm	UCC C5

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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	NAH 209
COMM5650	Journalism Theory and Analysis 新聞理論與分析	3	E	Prof FANG Kecheng	Mon 6:30 pm - 9:15 pm	WMY 508
COMM5710	Seminar in Communication Theories 傳播理論研討	3	E	Prof Saskia WITTEBORN	Thu 10:30 am - 1:15 pm	NAH 312
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	Tue 10:30 am - 1:15 pm	NAH 312
COMM5831	Theories in Advertising and Communication 廣告及傳播理論	3	E	Prof LEE LAI Chun Hing Annisa	Tue 6:30 pm - 9:15 pm	LHC 103
COMM5942	New Communication Technologies: Trends and Impacts 新傳播科技:趨勢與影響	3	E	Prof WEI Ran	Wed 6:30 pm - 9:15 pm	YIA LT8
COMM5950	New Media Content Development 新媒體內容創作	3	E	Prof CHAN Che Ming Michael	Tue 6:30 pm - 9:15 pm	YIA 201

\*Two class sessions involve application of SPSS in November will be conducted on Thursday (2:30 pm - 5:15 pm), NAH 209.

**Buildings:**

ELB Esther Lee Building  
LHC Y.C. Liang Hall  
NAH Humanities Building, New Asia College  
UCC T.C. Cheng Building, United Building  
WMY Wu Ho Man Yuen Building  
YIA Yasumoto International Academic Park

**Languages:**

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