

**M.S.Sc. in Advertising**  
**2nd Term Timetable 2022 - 2023**

29/7/2022 11:20 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 NAH 209
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	WMY 508
<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	Thu 6:30 pm - 9:15 pm	YIA 502
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>						
COMM5120	Globalization and Communication 全球化與傳播	3	E	TBC	Thu 2:30 pm - 5:15 pm	NAH 213
COMM5570A	Interpersonal Communication Solutions 人際傳播框架下之公關解決方案	3	C	Prof LEE Kaman	Wed 6:30 pm - 9:15 pm	WMY 407
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
COMM5640	Online and Mobile Journalism 網絡與流動新聞	3	E	Prof CHEN Hsuan Ting	Mon 2:30 pm - 5:15 pm	NAH 209
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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**Buildings:**

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

**Languages:**

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