

School of Journalism and Communication
M.S.Sc. in Corporate Communication
2nd Term Timetable 2022 - 2023

29/7/2022 11:25 AM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
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	Tue 6:30 pm - 9:15 pm	YIA 503
COMM5470B	Public Relations Campaigns and Cases 公共關係策略與案例	3	P&E	Dr WU Shih Chia	Tue 2:30 pm - 5:15 pm	NAH 312
COMM5520H	Applied Communication Research 應用傳播研究	3	C&E	Mr SIU Yue Hei	Thu 6:30 pm - 9:15 pm	WMY 304 NAH 112
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
COMM5570B	Interpersonal Communication Solutions 人際傳播框架下之公關解決方案	3	C&E	Prof LEE Kaman	Wed 2:30 pm - 5:15 pm	UCC C2
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	WMY 306
COMM5563	Topical Studies in Corporate Communication III <i>Content Marketing & PR Creativity for Digital Media</i> 企業傳播專題研究 (三)	3	E	Mr TANG Tsz Hong Brian	Fri 6:30 pm - 9:15 pm	WMY 402
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	YIA 502
COMM5723	Public Relations and Globalization 公共關係與全球化	3	E	Dr ZHAO Mengmeng Sarah	Wed 6:30 pm - 9:15 pm	ARC G02
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

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COMM6120*	Topical Studies in Communication III <i>Crisis Management for Executives</i> 傳播專題研究 (三) (at least 3 years of working experience after UG graduation)	3	E	Ms LEUNG Mei Po Cynthia	Sat 2:30 pm - 5:15 pm	WMY 403
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
<i>Postgraduate Elective Courses offered by other programmes of the School</i> <i>(Course registration during the <u>Add/Drop Period</u> only)</i>						
COMM5120	Globalization and Communication 全球化與傳播	3	E	TBC	Thu 2:30 pm - 5:15 pm	NAH 213
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
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
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

*Understanding Cantonese is also required as some guests' sharing will be in either English/Cantonese.

Buildings:

ARC	Lee Shau Kee Architecture Building
NAH	Humanities Building, New Asia College
UCC	T.C. Cheng Building, United College
WMY	Wu Ho Man Yuen Building
YIA	Yasumoto International Academic Park

Languages:

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