

School of Journalism and Communication
M.S.Sc. in Advertising
1st Term Timetable 2023 - 2024

31/7/2023 2:19 PM

Full-time / Part-time

Course Code	Course Title	Unit	Language	Teacher	Class Period	Location
Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM6848)						
COMM5831	Theories in Advertising and Communication 廣告及傳播理論	3	E	Prof CHAN Hon Ying Terri	Mon 6:30 pm - 9:15 pm	WMY 301
COMM6848A	Account Planning and Advertising Management 客戶企劃與管理	3	E	Prof WONG Ka Fai Mike	Mon 2:30 pm - 5:15 pm	UCC C1
COMM6848B*	Account Planning and Advertising Management 客戶企劃與管理	3	C*	Ms SY Ting Chi Tammy	Fri 7:00 pm - 10:00 pm	WMY 405
Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period in August and Add/Drop Period)						
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
COMM5850	Advanced Advertising Art Direction 廣告美術指導與設計進階	3	C&E	Ms SHING Kit Ming	Tue 6:30 pm - 9:15 pm	WMY 504
COMM6836	Channel Planning and Performance Media 媒介規劃及行銷	3	E	Mr KAN Ka Lok Vincent	Thu 6:30 pm - 9:15 pm	WMY 402
Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period only</u>)						
COMM5110	Topical Studies in Communication I <i>Digital Platform: Globalization, Cultural Economy and China</i> 傳播專題研究 (一)	3	E	Prof FUNG Ying Him Anthony	Mon 10:30 am - 1:15 pm	NAH 312
COMM5550A	Corporate Communication 企業傳播	3	E	Prof Sabine EINWILLER	Tue 6:30 pm - 9:15 pm	WMY 403
COMM5631A	Topical Studies in Journalism I <i>Future of Journalism</i> 新聞學專題研究 (一)	3	E	Prof FANG Kecheng	Mon 6:30 pm - 9:15 pm	WMY 403
COMM5710	Seminar in Communication Theories 傳播理論研討	3	E	Prof Saskia WITTEBORN	Tue 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 Nishant SHAH	Thu 10:30 am - 1:15 pm	NAH 312

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COMM5942	New Communication Technologies: Trends and Impacts 新傳播科技：趨勢與影響	3	E	Prof YANG Tian	Wed 2:30 pm - 5:15 pm	UCC C5

*Teaching medium will be in Cantonese, supported with lecture notes in English

Buildings:

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