

M.S.Sc. in Advertising
2nd Term Timetable 2023 - 2024

19/1/2024 4:57 PM

Full-time / Part-time

| Course Code | Course Title | Unit | Language | Teacher | Class Period | Location |
|--|---|------|----------|-------------------------------|------------------------|--------------------|
| Postgraduate Required Courses (Pre-assigned on CUSIS, except for COMM5833) | | | | | | |
| COMM5520E | Applied Communication Research 應用傳播研究 | 3 | E | Mr TANG Ho Man Alex | 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 | Fri 2:30 pm - 5:15 pm | NAH 208 |
| 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 |
| Postgraduate Elective Courses offered by M.S.Sc. in Advertising (Course registration during BOTH course selection period and Add/Drop Period) | | | | | | |
| COMM5840 | Applied Advertising Copywriting 實用廣告撰稿 | 3 | C&P | Ms LAM Kwei Chee | Thu 6:30 pm - 9:15 pm | YIA 502 |
| 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 | Fri 6:30 pm - 9:15 pm | WMY 402 |
| COMM6121# | Topical Studies in Communication IV <i>Ukrainian Conflict in Context</i> (including a study trip to Prague and Krakow) 傳播專題研究 (四) | 3 | E | Miss TAM Wai Wan Vivian | Sun 10:30 am - 1:15 pm | NAH 208 |
| COMM6839 | Consumer Behaviour and Audience Analysis 消費行為與受眾分析 | 3 | P&E | Prof WONG Ka Fai Mike | Thu 6:30 pm - 9:15 pm | WMY 408 |
| Postgraduate Elective Courses offered by other programmes of the School (Course registration during the <u>Add/Drop Period only</u>) | | | | | | |
| COMM5120 | Globalization and Communication 全球化與傳播 | 3 | E | Prof LIN Jian | Wed 10:30 am - 1:15 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 | Thu 6:30 pm - 9:15 pm | YIA 503 |
| COMM5590 | Communication in Intercultural Settings 跨文化傳播 | 3 | E | Prof Saskia WITTEBORN | Tue 10:30 am - 1:15 pm | NAH 312 |

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| COMM5650 | Journalism Theory and Analysis 新聞理論與分析 | 3 | E | Prof KOO Zhi-xiong Alex | Thu 6:30 pm - 9:15 pm | SB UG06 |
| COMM5961 | 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 | Wed 6:30 pm - 9:15 pm | WMY 402 |
| COMM5980 | New Media Ecology 新媒體生態 | 3 | E | Prof CHEN Hsuan Ting | Tue 6:30 pm - 9:15 pm | YIA 201 |
| 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 | YIA 502 |

#No online registration is required. Students successfully selected to join the study trip will be automatically enrolled in the class.

Pre-trip Seminars & Post-trip presentation schedule for COMM6121 Topical Studies in Communication IV: Ukrainian Conflict in Context (including a study trip to Prague and Krakow) - **Provisional**

8 October 2023 (Sun), 10:30 am - 1:15 pm

15 October 2023 (Sun), 10:30 am - 1:15 pm

22 October 2023 (Sun), 10:30 am - 1:15 pm

29 October 2023 (Sun), 10:30 am - 1:15 pm

3 November 2023 (Fri), 7:00 pm - 9:00 pm (Guest Talk at Wanchai)

12 November 2023 (Sun), 10:30 am - 1:15 pm

19 November 2023 (Sun), 3:00 pm - 6:00 pm (Guest Talk at **Central**)

26 November 2023 (Sun,) 10:30 am - 1:15 pm

14 January 2024 (Sun) 10:30 am - 1:15 pm

Buildings:

NAH Humanities Building, New Asia College

SB Sino Building

WMY Wu Ho Man Yuen Building

YIA Yasumoto International Academic Park

Languages:

C Cantonese

C&P Both Cantonese and Putonghua are used

E English

P&E Both Putonghua and English are used