

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

29/8/2023 11:05 AM

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	YIA LT8
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

*The Pre-term class is scheduled on 16 December 2023 (Sat), 10:30-1:15pm. Venue will be announced via email.

#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

UCC T.C. Cheng Building, United College

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