



School of Graduate  
and Professional  
Education



# MA in Advertising Communications

## Course Schedule

**ACADEMIC YEAR 2023–2024**

### **FALL 2023-24 / September 19 (T) - December 16 (Sat) 2023/TENTATIVE**

CN 6178	MEDIA PLANNING	3 cr.	E	M	18:30-21:30
CN 6070	ADVERTISING THEORIES	3 cr.	R	T	18:30-21:30
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	W	18:30-21:30
CN 6071	ADVERTISING IN CONTEXT	3 cr.	R	TH	18:30-21:30
CN 6377	INTERNSHIP IN ADVERTISING (ONLINE)	3 cr.	R	N/A	N/A
CN 6489	THESIS IN ADVERTISING COMMUNICATIONS (ONLINE)	3 cr.	R	N/A	N/A
CN 6590	PORTFOLIO IN ADVERTISING (ONLINE)	3 cr.	R	N/A	N/A

### **WINTER 2023-24 / January 9 (T) - April 6 (Sat) 2024 TENTATIVE**

CN 6172	CAMPAIGN STRATEGY AND PLANNING	3 cr.	R	W	18:30-21:30
CN 6085	BRAND IDENTITY DESIGN	3 cr.	R	T	18:30-21:30
CN 6074	CREATIVITY AND IDEATION	3 cr.	R	M	18:30-21:30
CN 6082	ART DIRECTION	3 cr.	E	TH	18:30-21:30
CN 6080	ACCOUNT HANDLING	3 cr.	E	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	R	TH	18:30-21:30
CN 6377	INTERNSHIP IN ADVERTISING (ONLINE)	3 cr.	R	N/A	N/A
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS (ONLINE)	3 cr.	R	N/A	N/A
CN 6590	PORTFOLIO IN ADVERTISING (ONLINE)	3 cr.	R	N/A	N/A

### **SPRING 2023-24 / April 15 (Tu) - July 27 (Sat) 2024 TENTATIVE**

CN 6276	PRACTITIONER'S KIT	3 cr.	R	M	18:30-21:30
CN 6488	CAPSTONE PROJECT	3 cr.	R	T	18:30-21:30
CN 6075	RESEARCH METHODS IN ADVERTISING	3 cr.	R	W	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	M	18:30-21:30
CN 6081	COPYWRITING	3 cr.	E	TH	18:30-21:30
CN 6377	INTERNSHIP IN ADVERTISING	3 cr.	R	N/A	N/A
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	N/A	N/A
CN 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	N/A	N/A