



School of Graduate
and Professional
Education



MA in Advertising Communications

Course Schedule

ACADEMIC YEAR 2024–2025

FALL 2024-25 / September 23 (M) - December 21 (Sat) 2024

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 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	E	W	18:30-21:30
CN 6071	ADVERTISING IN CONTEXT	3 cr.	R	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	TH	18:30-21:30
CN 6377	INTERNSHIP IN ADVERTISING	3 cr.	R	N/A	N/A
CN 6489	THESIS IN ADVERTISING COMMUNICATIONS	3 cr.	R	N/A	N/A
CN 6590	PORTFOLIO IN ADVERTISING	3 cr.	R	N/A	N/A

WINTER 2024-25 / January 13 (M) - April 12 (Sat) 2025

CN 6074	CREATIVITY AND IDEATION	3 cr.	R	M	18:30-21:30
CN 6085	BRAND IDENTITY DESIGN	3 cr.	R	T	18:30-21:30
CN 6172	CAMPAIGN STRATEGY AND PLANNING	3 cr.	R	W	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 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

SPRING 2024-25 / April 28 (M) - July 26 (Sat) 2025

CN 6276	PRACTITIONER'S KIT	3 cr.	R	M	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	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 6081	COPYWRITING	3 cr.	E	TH	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	E	TH	18:30-21:30
CN 6377 I	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