



School of Graduate  
and Professional  
Education



# MA in Advertising Communications

## Course Schedule

**ACADEMIC YEAR 2025–2026**

**FALL 2025-26 / September 22 (M) - December 20 (Sat) 2025**

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 6043	BRAND COMMUNICATION	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 ONLINE	3 cr.	R	N/A	18:30 - 21:30
CN 6389	THESIS IN ADVERTISING COMMUNICATIONS ONLINE	3 cr.	R	N/A	18:30 - 21:30
CN 6590	PORTFOLIO IN ADVERTISING ONLINE	3 cr.	R	N/A	18:30 - 21:30