



# MA in Advertising Communications

## Course Schedule

ACADEMIC YEAR 2026–2027

### FALL TERM 2026-27 / September 21, 2026 - December 19, 2026

|         |                                        |       |   |     |               |
|---------|----------------------------------------|-------|---|-----|---------------|
| CN 6070 | ADVERTISING THEORIES                   | 3 cr. | R | M   | 18:30 - 21:30 |
| CN 6071 | ADVERTISING IN CONTEXT                 | 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 6178 | MEDIA PLANNING                         | 3 cr. | E | TH  | 18:30 - 21:30 |
| CN 6377 | INTERNSHIP IN ADVERTISING              | 3 cr. | R | N/A | 18:30 - 21:30 |
| CN 6389 | THESIS IN ADVERTISING COMMUNICATIONS   | 3 cr. | R | N/A | 18:30 - 21:30 |
| CN 6590 | PORTFOLIO IN ADVERTISING               | 3 cr. | R | N/A | 18:30 - 21:30 |

### WINTER TERM 2026-27 (TENTATIVE) / January 5, 2027 - March 3, 2027

|         |                                        |       |   |     |               |
|---------|----------------------------------------|-------|---|-----|---------------|
| 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 6127 | QUANTITATIVE RESEARCH IN COMMUNICATION | 3 cr. | E | T   | 18:30 - 21:30 |
| CN 6075 | RESEARCH METHODS IN ADVERTISING        | 3 cr. | R | W   | 18:30 - 21:30 |
| CN 6082 | ART DIRECTION                          | 3 cr. | E | TH  | 18:30 - 21:30 |
| CN 6178 | MEDIA PLANNING                         | 3 cr. | E | TH  | 18:30 - 21:30 |
| CN 6377 | INTERNSHIP IN ADVERTISING              | 3 cr. | R | N/A | 18:30 - 21:30 |
| CN 6389 | THESIS IN ADVERTISING COMMUNICATIONS   | 3 cr. | R | N/A | 18:30 - 21:30 |
| CN 6590 | PORTFOLIO IN ADVERTISING               | 3 cr. | R | N/A | 18:30 - 21:30 |

### SPRING TERM 2026-27 (TENTATIVE) / April 12, 2027 - July 24, 2027

|         |                                      |       |   |     |               |
|---------|--------------------------------------|-------|---|-----|---------------|
| 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 6172 | CAMPAIGN STRATEGY AND PLANNING       | 3 cr. | R | T   | 18:30 - 21:30 |
| CN 6488 | CAPSTONE PROJECT                     | 3 cr. | R | W   | 18:30 - 21:30 |
| CN 6025 | DIGITAL MEDIA PRODUCTION             | 3 cr. | E | W   | 18:30 - 21:30 |
| CN 6043 | BRAND COMMUNICATION                  | 3 cr. | E | TH  | 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 | 18:30 - 21:30 |
| CN 6389 | THESIS IN ADVERTISING COMMUNICATIONS | 3 cr. | R | N/A | 18:30 - 21:30 |
| CN 6590 | PORTFOLIO IN ADVERTISING             | 3 cr. | R | N/A | 18:30 - 21:30 |