

WEE KIM WEE SCHOOL OF COMMUNICATION & INFORMATION
MASTER OF MASS COMMUNICATION PROGRAMME (MMC)

AY2014-2015 Semester 2 Class Timetable

(13 weeks: 12 Jan to 18 Apr 2015. Recess: 28 Feb to 8 Mar 2015) (Revision & Examination: 20 Apr to 10 May 2015) (Vacation: 11 May to 2 Aug 2015)

TIME	MONDAY		TUESDAY		WEDNESDAY
2pm to 5pm					A6913 Managerial Seminar in Corporate Communication (2 to 5pm) L4 Meeting Room/ L4 CR A/P Augustine Pang
6:30 pm to 9:30 pm	A6311 Advanced Communication Research <i>(cross-listed with MSc KM)</i> MMC Room A/P Jung Younbo and Ast/P Vivian Chen	A6325 Public & Promotional Communication Issues & Strategies SR502, One-North A/P May Lwin H6750 Social Media Analytics <i>(cross-listed with MMC)</i> Ast/P Winson Peng TSN PC Lab	A6904 Special Topic: Convergent New Media: Opportunities & Challenges CS-TR+9 Ast/P Trisha Lin	A6914 Information and Communication Technologies for Development CS-TR+8 A/P Arul Chib	A6303 Media Law, Ethics and Policy ESR Dr. Mark Cenite

NOTE: *H6750 Social Media Analytics* is hosted by the Info Studies (IS) prog and is cross-listed with the MMC prog. During Course Registration Period 1, the priority will be given to the IS students to register. MMC students will be placed on queue in the GCRS waitlist and the slots allotted to them at the end of the Course Registration Period 1.

TIME	THURSDAY	FRIDAY	SATURDAY	
2pm to 5pm	<p>A6330 Public Opinion & Persuasion</p> <p>SR2 (Class reports to SR2 first) (Breakout sessions: SR1 + SR2)</p> <p>A/P Benjamin Detenber/ A/P Shirley Ho</p>			
6:30 pm to 9:30 pm	<p>A6321 Media Management</p> <p>SR1</p> <p>Prof (Adjunct) Arun Mahizhnan</p>	<p>A6340 Principles of Computer-Mediated Communication: Application and Evaluation (cross-listed with IS/KM/research)</p> <p>CS-TR+8</p> <p>Prof Joe Walther</p>	<p>A6323 Comparative Global Media System</p> <p>CS-TR+7</p> <p>Dr Kalinga Seneviratne</p>	<p>A6341 Mobile Communication & Society (cross-listed with IS/KM/research)</p> <p>SR1</p> <p>Prof Rich Ling</p>

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Core Courses		
A6303	Media Law, Ethics and Policy	<i>Dr. Mark Cenite</i>
Prescribed Electives (PE)		
A6311	Advanced Communication Research *	<i>A/P Jung Younbo and Ast/P Vivian Chen</i>
General Electives (GE)		
A6321	Media Management	<i>Prof (Adjunct) Arun Mahizhnan</i>
A6323	Comparative Global Media System	<i>Dr Kalinga Seneviratne</i>
A6325	Public & Promotional Communication Issues & Strategies	<i>A/P May Lwin</i>
A6330	Public Opinion & Persuasion	<i>Prof Benjamin Detenber, A/P Shirley Ho</i>
A6340	Principles of Computer-Mediated Communication: Application and Evaluation *	<i>Prof Joe Walther</i>
A6341	Mobile Communication & Society *	<i>Prof Rich Ling</i>
A6904	Special Topic: Convergent New Media: Opportunities and Challenges	<i>Ast/P Trisha Lin</i>
A6913	Managerial Seminar in Corporate Communication	<i>A/P Augustine Pang</i>
A6914	Information and Communication Technologies for Development	<i>A/P Arul Chib</i>
H6750	Social Media Analytics *	<i>Ast/P Winson Peng</i>

* Cross-listed courses

@ **Open for Manual Cross Programme Registration:**

@ **K6308 Business Intelligence**

(Saturdays, [9am-12pm: 17/1, 10am-5pm: 24/1, 7/2, 28/2, 14/3, 28/3, 11/4], Venue: SR1, Lecturer: Mr Francis Tay)

@ **K6311 Storytelling for Organisations** (Wednesdays, 6.30pm to 9.30pm, Venue: SR1, Lecturer: Mdm Koh Kiat Hian @ Brenda Lee)

VENUE

ESR	Executive Seminar Room, CS02-19/A, Wee Kim Wee School Building
SR1	Seminar Room 1, CS03-29, Wee Kim Wee School Building
SR2	Seminar Room 2, CS02-20, Wee Kim Wee School Building
TR+7	TR+7 Tutorial Room, CS02-18, Wee Kim Wee School Building
TR+8	TR+8 Tutorial Room, CS02-21, Wee Kim Wee School Building
MMC Room	Masters Programme Room, CS02-34, Wee Kim Wee School Building
TR+9	TR+9 Tutorial Room, CS03-31, Wee Kim Wee School Building
PPC Lab	CS03-19, Wee Kim Wee School Building
PC Lab	CS03-38, Wee Kim Wee School Building
Level 4 Meeting Room	CS04-09, Wee Kim Wee School Building
Level 4 Conference Room	CS04-48, Wee Kim Wee School Building
One-North	SR502, Level 5, NTU@One-North campus Executive Centre, NTU@one-north campus