Deree
School of Graduate
and Professional
Education

THE AMERICAN COLLEGE OF GREECE
Pierce
Deree
Alba
1875

GRADUATE DIPLOMA IN DIGITAL & SOCIAL MEDIA

CN 6025   DIGITAL MEDIA PRODUCTION   3 US CREDITS

A professional engaged in Digital Communication & the Social Media is increasingly required to be familiar of the various multimedia platforms that are available in order to effectively produce audiovisual productions. This course provides the opportunity for students to engage in the entire production process from theory to practice in the lab by utilizing the full potential of the various Adobe Creative Cloud suite software. Furthermore, students will be exposed to various skills such as, but not limited to: image and sound aesthetics, filmic processes, storyboarding, production organization, graphic design, color grading, lighting techniques, animation, video & audio effects as well as editing based techniques. The final audiovisual project will be tailored according to the various digital media formats and the inherent communication strategy and will be ready for launching in the mobile, web or social media nexus.

CN 6035   APPLIED COMMUNICATION THEORY   3 US CREDITS

The culture and contexts of applied communication are changing at both an alarming and exhilarating rate. Traditional forms of communication are being supplemented by the reach of social media platforms, and old theories about how communication works have to be updated to correspond to a networked- and market-driven social reality. As social media draws us away from print and more deeply into conversation, the field of communication is being redefined, forcing modern professionals to understand the emergent norms and develop the theoretical reasoning and the practical skills that pose the best practices, whether it is in the design of persuasive messages, the management of reputation or the influencing of fleeting audiences.

Drawing from traditional and new media communication theory, this course exposes students to the bewildering world of communication theory while at the same time continually signposting the relevance of theory to practice. Specifically, this course provides students with an understanding of how communication concepts, theories, principles, models, research, and other practices, can be applied to address real-life communication and organizational goals. Session topics include, but are not limited to, theories of rhetorical and persuasive communication, audience response models, message strategy, communication and media planning, digital public relations and marketing, advertising and social media crisis management. The aim is to provide students with a pluralistic approach to the rich field of communication as it is practiced and experienced in various contexts.

CN 6040   DIGITAL MEDIA AND COMPUTER MEDIATED COMMUNICATION   3 US CREDITS

The course provides the students with an understanding the digital media environment including social networks, web, mobile, and new media. It also provides an overview of various theories and research on computer-mediated communication (CMC) by exploring how technologies are used in human interaction in the contemporary digital society. This course will also explore the legal and ethical considerations including, privacy, harassment and crisis management in the digital and social media environment.

CN 6041   STRATEGY, PLANNING AND DESIGN OF DIGITAL & SOCIAL MEDIA CAMPAIGNS

3 US CREDITS

Digital and social media communication is a dynamic area that relates to strategy, creativity, media, message creation and influencing consumer mindsets. The development of appropriate strategy, planning and design of digital and social media communications program requires an understanding of how companies plan, organize, control and evaluate the digital communication platforms available to them. The emphasis of this course is on the role of the digital communication vehicles within the integrated communications program of an organization.

CN 6043   BRANDS AND DIGITAL BRANDING   3 US CREDITS

This course seeks to help students explore and critically analyze theoretical principles and methods of communicating a consistent personal brand across social and mobile media. By engaging in a self-assessment process students will clarify their values, skill sets, competences and aspirations – the foundations of a personal brand. They will then focus on communication methods of conveying a consistent personal brand through the use of digital and social media.

CN 6046   UX – USER EXPERIENCE & RESPONSIVE DESIGN   3 US CREDITS

User Experience (UX) Design is a cross-disciplinary practice encompassing all aspects of a person's interactions with a product, service or object through digital interfaces but also through more traditional channels. UX design shifts the focus from the more pragmatic qualities of interaction (such as usability) to user affect, sensation, and the meaning as well as value of such interaction in everyday life. This course provides theoretical grounding, practical knowledge, and hands on activities that can lead to key skills and competencies needed to shape a user's experience with digital technologies. Through a class-wide group project, students engage in a variety of design activities interpreting an organization's digital communications strategy. Each activity is designed for a different delivery platform (e.g., web, mobiles, tablets, social media, etc.), but combined at the end into a holistic User Experience.

CN 6147   CONTENT STRATEGY   3 US CREDITS

Prerequisites

CN 6041   Strategy Planning & Design of Digital & Social Media Campaigns

This course is designed to tackle the major issues regarding online content, for content marketing and community management purposes, by providing an academic background as well as by nurturing practical skills. Covering content strategy in relation to broader strategy, KPIs and relevant metrics, the course develops effective writing skills for the digital environment, focusing on posts, tweets, newsletters or blog articles, examining SEO factors as well as script writing for multimedia or multimodal texts.

CN 6148   DIGITAL & SOCIAL ANALYTICS   3 US CREDITS

Prerequisites

CN 6041   Strategy Planning & Design of Digital & Social Media Campaigns

Digital communication and social media interaction leave behind a large volume of data, such as visits, shares, hits, likes, ratings, friend relationships, comments, posts, links, web log files etc. that are increasingly important for all types of organizations, publishers and researchers alike. The analysis of such data, labeled as Web or Social Analytics, provides insights that are useful in communication, marketing, social analysis, outreach, product development, web site optimization, web design, ROI analysis and much more. This course provides students the opportunity to become familiar with contemporary research techniques for data analytics such as web traffic analysis tools, social network analysis, social media harvesting and search engine optimization.