



# MASTER OF ARTS (MA)

## IN DIGITAL COMMUNICATION & SOCIAL MEDIA

### **CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES**

**3 US CREDITS**

Audience needs, perceptions and expectations as the key to effective communication. The PR writing process from research, planning, and design to the production of public relations materials for distribution through traditional and 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 6027 QUANTITATIVE RESEARCH IN COMMUNICATION**

**3 US CREDITS**

This course provides an overview of applied quantitative research methods used in communication. It focuses mainly on core topics in quantitative research, ranging from basic statistical terms and procedures (such as 'sample' and central tendency respectively) to more advanced procedures (such as regression analysis). The course combines simple exposition to statistical theory with practical use of research methodology, alternating between lectures and computer lab sessions, where students will be introduced to IBM's SPSS™ statistical package.

### **CN 6035 APPLIED COMMUNICATION THEORY**

**3 US CREDITS**

This course addresses the relationship between theory and practice in understanding communication in applied contexts. Specifically, this course provides students with systematic overview of communication theory in traditional and new media, and a greater understanding of how communication concepts, theories, principles, models, methods, research, and other practices, can be applied to address real-life communication and organizational goals. Topics examined in the course include, but are not limited to, techniques of rhetoric and persuasive message strategy, message framing, various audience response models, theories of media effects, major principles of media planning, digital public relations, advertising strategy and social media crisis management.

### **CN 6040 DIGITAL MEDIA AND COMPUTER MEDIATED COMMUNICATION**

**3 US CREDITS**

This course is designed to cover some major theoretical debates in the area of internet and new media studies and the empirical evidence that is needed to assess them. Students will comprehend how the communication environment has changed. They will engage with key debates and aspects of new media and how digitalization is reshaping our patterns of interaction, sociability, identity, existing social institutions, networks, and structures of everyday life. The course will also discuss critical ethical, policy and legal issues, such as privacy, big data, and freedom of expression in the digital era.

### **CN 6041 STRATEGY, PLANNING & 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 6042 PRODUCTION LAB I: WEB DESIGN AND DEVELOPMENT**

**3 US CREDITS**

Successful online presence, especially through an effective and engaging website, is nowadays the cornerstone of any organization's communications strategy. This course unfolds, in a hands-on practical manner, the entire process of conceptualization, design and development for the World Wide Web (WWW), from start to finish. The course is comprised of a group project in which students define and describe the topic of their website, its target users and their user's needs. They learn how to structure and organize content for effectively communicating information on the web, how to design the interface and interaction elements in a meaningful way, and how to build a functional, usable, and accessible website. By learning the methods and technologies needed to understand the language of web design, students are prepared to take that knowledge into a professional career supporting the digital communication needs of any contemporary organization.



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### **CN 6043 BRANDS AND DIGITAL BRANDING**

**3 US CREDITS**

Which are the brands that people love most and why? What draws people to brands, how are brand cultures formed and how do companies create compelling experiences through digital and social media? How is brand management changing in response to digital communication and the new media environment? These are the questions the course Brands & Digital Branding is exploring. Specifically, the course focuses on how brands are viewed, built, managed, and measured to ensure a firms' differentiation. To explore these issues, the course provides relevant theories, concepts, techniques, and models in branding. The course will interweave lectures, exercises, guest speakers, case discussions, a workshop and a brand audit group project.

### **CN 6045 SOCIAL NETWORKS BEHAVIOR**

**3 US CREDITS**

Drawing on knowledge from diverse disciplines (sociology, communication, economics, management theory etc.) this course introduces students to the increasingly popular science of Social Networks, by focusing on the "why" and "how" of network behavior and network dynamics, rather than computational or mathematical analysis. Students will be acquainted with the key concepts of social network theory (e.g. strong/weak ties, homophily, transitivity, clustering, centrality, power laws, structural holes, small world, etc), and will be exposed to numerous examples of how networks affect key social processes, (e.g. influence and diffusion, opinion-formation, sociability, community-building, innovation and learning). Via examples drawn from various domains of application, students will explore and comprehend the value of network theory for the understanding of current online phenomena, (e.g. the Long Tail, recommendation systems, memes, contagion and informational cascades) that shape the dynamics of the digital world.

### **CN 6144 PRODUCTION LAB II: ADVANCED WEB DEVELOPMENT WITH CONTENT MANAGEMENT SYSTEMS**

**3 US CREDITS**

Contemporary websites have moved beyond the creation of simple pages with hyperlinks by a specialist to large and complex "ecosystems" where users have the opportunity to update their own content without the need for technical staff. In this course, students will have the opportunity to learn, in a hands-on manner, how to design, set up, and maintain a website using an open source content management system (CMS). Each student will be responsible to set-up and maintain the website of an organization (existing or fictitious), meaning that they must collect, decide upon and structure all content (information architecture), design and set-up the website, and use the web system to update the content, and carry out the organization's communications strategy. At the same time, students must develop and demonstrate the techniques and strategy to promote their website (e.g., on search engines).

### **CN 6146 UX – USER EXPERIENCE & RESPONSIVE DESIGN**

**3 US CREDITS**

#### **Prerequisites:**

CN 6042, Production Lab I: Web Design and Development

User Experience (commonly abbreviated as UX) is most often thought of as an extension of the traditional concepts of ergonomics and usability; UX moves the focus from the predominantly functional aspects of interaction design to a wide variety of sensory, emotional, affective, social, and symbolic connotations that accompany the use of digital technologies. Therefore, UX can be seen as a superset of standard, usability-centred interaction design principles and evaluation criteria.

This course will provide an overview of the theoretical underpinnings of UX (ranging from the productive / pragmatic to the experiential / hedonic end of the spectrum) and highlight important issues in the design and evaluation of the users' experience with interactive technologies. Furthermore, UX design is no longer limited to a single platform (e.g. the desktop computer); rather, it is approached as a venture that takes into account an ecosystem of different devices (e.g. desktop computers, smartphones, tablets, etc.), thus necessitating strategies such as responsive design. As such, this course will feature an introduction to responsive design and the nuances of designing experiences for a multitude of different devices.

### **CN 6147 CONTENT STRATEGY**

**3 US CREDITS**

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.



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## CN 6148 DIGITAL AND SOCIAL ANALYTICS

**3 US CREDITS**

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, website 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.

## CN 6550 THESIS IN DIGITAL COMMUNICATION

**3 US CREDITS**

### Prerequisites

CN 6035, Applied Communication Theory  
CN 6040, Digital Media and Computer-Mediated Communication  
CN 6041, Strategy, Planning and Design of Campaigns  
CN 6006, Applied Communication Research Methods  
CN 6027, Quantitative Research in Communication

The thesis runs for the duration of two terms (or 26 weeks). Students are required to work independently under the supervision of an allocated thesis advisor. The thesis document is normally between 15,000-20,000 words in length and spans the entire research process, from problem formulation to describing findings, conclusions and recommendations. The topic of the dissertation will be based on approved proposals and should relate to Communication Studies. Students will meet their supervisor regularly and will be required to submit progress reports. The dissertation may take the form of empirical research piece or a secondary research essay.

## CN 6249 CAPSTONE PROJECT: THE DIGITAL START-UP CHALLENGE

**3 US CREDITS**

### Prerequisites

CN 6041, Strategy, Planning & Design of Digital & Social Media Campaigns  
CN 6042, Production Lab I: Web Design and Development

The presence of an entrepreneurial mindset is an important skill and requirement for communication professionals who wish to thrive in the digital and social media world. In this capstone course students will embark on a major **team challenge** with the choice to either develop their own online start-up or to leverage an existing organization's growth through developing a new online venture. The challenge is for students to come up with their own idea for a new start up (online publication or service), develop and launch the venture online, promote it through digital & social media, measure impact and performance and, adjust strategy and tactics *after the project has been launched* to achieve project goals and objectives in order to realize the long term vision of the venture.

At the end of the course students will pitch their start-up and growth plan to a panel from the industry.