

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 NEW MEDIA THEORY & RESEARCH

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 DIGITAL & SOCIAL MEDIA STRATEGY

3 US CREDITS

Digital media and technologies have revolutionized the industry and practice of professional communication. This course covers the fundamentals of digital campaign strategy and planning. We compare and contrast outbound and inbound marketing approaches within the context of a digital marketing strategy and explore the main digital media channels including: display advertising, search advertising, content marketing, email & mobile, and social community building. The course takes a comprehensive perspective on the development of appropriate strategies and plans as well as on appropriate performance measurement. The course combines lectures, demonstrations, three major case studies, and an exciting executive simulation game (Digital Media PRO).

CN 6043 BRANDS & 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.

GRADUATE DIPLOMA IN DIGITAL & SOCIAL MEDIA

CN 6047 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.

CN 6146 UX – USER EXPERIENCE & RESPONSIVE DESIGN

3 US CREDITS

Prerequisites:

CN 6042 WEB DESIGN AND DEVELOPMENT

User Experience (commonly abbreviated as UX) is often conceived 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 provides an overview of the theoretical underpinnings of UX (ranging from the productive / pragmatic to the experiential / hedonic end of the spectrum) and highlights important issues in the design and evaluation of the users' experience with interactive technologies. Furthermore, interaction is no longer limited to a single platform (e.g. the desktop computer); instead, it encompasses a diverse ecosystem of devices ranging from small wearables to large-scale interactive installations. The course highlights the nuances of designing experiences for a multitude of different devices. An introduction to the particulars of designing and developing games (along with hands-on practice using software that is considered standard in the game industry) is also provided as a working example of designing experience-driven interactive applications.

CN 6148 DIGITAL & SOCIAL ANALYTICS

3 US CREDITS

Prerequisites

CN 6041 DIGITAL & SOCIAL MEDIA STRATEGY

Recent and continuous technological development has been significantly affecting and shaping Marketing Communications in general and Digital and Social Media Marketing in particular. From research, to planning and implementation, the field of digital and social media marketing offers immense opportunities for real-time, or near real-time, data collection, analysis and measurement, that can lead to the optimisation of new as well as traditional media communication campaigns.

Yet, today's digital media landscape presents some arising difficulties, such as its growing complexity, continuous and rapid introduction of new tools, platforms and consumer devices for media consumption, all of which lead to the relevant professional decision-making process to become increasingly challenging when identifying optimum solutions and strategies for the achievement of specific digital goals and objectives. Especially content development, whether for websites, Facebook pages, Twitter accounts, LinkedIn presence or YouTube channels, as well as designing and implementing digital marketing communication campaigns, have become very demanding processes. Thus, it is increasingly imperative, for the modern marketing analyst to be in a position to:

- evaluate existing and arising analytic capabilities offered online,
- combine and integrate analytic tools as part of an optimum analytic plan,
- present and interpret gathered data
- extract valuable insights that will lead to the optimization of content delivery and strategic marketing communication.

This course, provides the opportunity to students to gain familiarity with digital and social analytic tools and methods, and to develop the necessary skills, in order to facilitate their use in the development of actionable data and the measurement of the success as well as the optimization of digital marketing campaigns.