



School of Graduate
and Professional
Education



MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2017-2018

FALL 2017-18 (September 25 - December 21, 2017)

CN 6042	WEB DESIGN & DEVELOPMENT	R	3 cr.	M	18:00-21:00
CN 6035	APPLIED COMMUNICATION THEORY	R	3 cr.	T	18:00-21:00
CN 6002	ADVANCED MEDIA WRITING & TECHNIQUES	E	3 cr.	W	18:00-21:00
CN 6025	DIGITAL MEDIA PRODUCTION	E	3 cr.	W	18:00-21:00
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	R	3 cr.	TH	18:00-21:00
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	TH	18:00-21:00
CN 6550	* THESIS IN DIGITAL COMMUNICATION	R	3 cr.	-	-

WINTER 2017-18 (January 8 - April 19, 2018)

CN 6040	NEW MEDIA THEORY AND RESEARCH	R	3 cr.	M	18:00-21:00
CN 6043	BRANDS AND DIGITAL BRANDING	E	3 cr.	T	18:00-21:00
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	E	3 cr.	W	18:00-21:00
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	W	18:00-21:00
CN 6047	CONTENT STRATEGY	R	3 cr.	TH	18:00-21:00
CN 6550	* THESIS IN DIGITAL COMMUNICATION	R	3 cr.	-	-

SPRING 2017-18 (April 23 - July 19, 2018)

CN 6249	CAPSTONE PROJECT: DIGITAL START-UP CHALLENGE	R	3 cr.	M	18:00-21:00
CN 6041	DIGITAL AND SOCIAL MEDIA STRATEGY	R	3 cr.	T	18:00-21:00
CN 6148	DIGITAL & SOCIAL ANALYTICS	E	3 cr.	W	18:00-21:00
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	R	3 cr.	TH	18:00-21:00
CN 6144	ADVANCED WEB DEVELOPMENT	E	3 cr.	TH	18:00-21:00
CN 6550	* THESIS IN DIGITAL COMMUNICATION	R	3 cr.	-	-

* THESIS duration 2 terms or 26 weeks

R: Required

E: Elective