MA IN DIGITAL COMMUNICATION & SOCIAL MEDIA

CN 6002  ADVANCED MEDIA WRITING AND TECHNIQUES  3 US CREDITS
The course introduces students to the concepts of audience needs, perceptions and expectations as the key to effective communication. It provides students the opportunity to understand and practice on the PR writing process starting from research, planning, and design to the production of public relations materials for distribution through traditional and social media.

CN 6006  APPLIED COMMUNICATION RESEARCH METHODS  3 US CREDITS
This course enables students to develop the research skills that will allow them to complete successful research projects in their future careers. The theory and techniques of both quantitative and qualitative communication research methods are presented in this course. Using numerous examples of research in the field, the course demonstrates how communication studies are designed and applied to specific cases.

CN 6010  MEDIA AND COMMUNICATION THEORY  3 US CREDITS
This course is designed to provide students with an historical and critical overview of theory and research on communication and the role of mass media in contemporary society. Topics examined in the course include, but not limited to, media economics, media convergence, media representations of the real world, media audiences, globalization and media and the impact of digital revolution on media institutions.

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 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.

CN 6043  PERSONAL BRANDING COMMUNICATION IN SOCIAL NETWORKS  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 6045  SOCIAL NETWORKS BEHAVIOR  3 US CREDITS
With the advent of online social media, people, economies, activities and places are now more than ever connected. From cyber-bullying and online gaming to cyberspace romance and blogging, online social networks constitute a basic platform of collective behavior. This course aims to introduce students to online social networks, offering theoretical and practical insights from diverse fields of social science, including sociology (organizational behavior, social movements), social psychology (social intelligence, emotions and connectedness) and political science (opinion formation, civic engagement).

CN 6144  PRODUCTION LAB II: ADVANCED WEB DEVELOPMENT WITH CONTENT MANAGEMENT SYSTEMS  3 US CREDITS

Prerequisites
CN 6042 Production Lab I: Web Design and Development

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 (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  AUTHORING & NARRATIVE IN SOCIAL MEDIA  3 US CREDITS

Prerequisites
CN 6002 Advanced Media Writing and Techniques

Students develop the critical ability to identify the communication objectives that underpin social network communication strategies; and to conceptualize and structure a narrative-based social media communication campaign.

CN 6048  DIGITAL RESEARCH METHODS & 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, 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.
CN 6249  CAPSTONE PROJECT: THE DIGITAL START-UP CHALLENGE  3 US CREDITS

Prerequisites
CN 6041 Strategy, Planning and 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, and measure impact and performance. At the end of the course students will pitch their start-up and growth plan to a panel from the industry.

CN 6250  DISSERTATION IN COMMUNICATION  3 US CREDITS

Prerequisites
CN 6040 Digital Media and Computer Mediated Communication
CN 6006 Applied Communication Research Methods

Under the guidance of an allocated supervisor, students will undertake a dissertation. 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.