



School of Graduate
and Professional
Education



MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2019–2020

FALL 2019-20 / SEPTEMBER 23 (M) - DECEMBER 21 (SAT), 2019

CN 6035	APPLIED COMMUNICATION THEORY	3 cr.	R	M	18:00-21:00
CN 6047	CONTENT STRATEGY	3 cr.	R	T	18:00-21:00
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	W	18:00-21:00
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	TH	18:00-21:00
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	TH	18:00-21:00
CN 6450	THESIS IN DIGITAL COMMUNICATION	3 cr.	R	NA	NA

WINTER 2019-20 / JANUARY 13 (M) - APRIL 11 (SAT), 2020

CN 6040	NEW MEDIA THEORY AND RESEARCH	3 cr.	R	M	18:30-21:30
CN 6041	DIGITAL AND SOCIAL MEDIA STRATEGY	3 cr.	R	TH	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	W	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	3 cr.	E	T	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION	3 cr.	R	NA	NA

SPRING 2019-20 / APRIL 28 (T) - JULY 25 (SAT), 2020 / TENTATIVE

CN 6046	USER EXPERIENCE & RESPONSIVE DESIGN	3 cr.	E	M	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	E	TH	18:30-21:30
CN 6042	WEB DESIGN AND DEVELOPMENT	3 cr.	R	T	18:30-21:30
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6249	CAPSTONE PROJECT	3 cr.	R	W	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION	3 cr.	R	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective