

MASTER OF ARTS (MA) IN DIGITAL COMMUNICATION & 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 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

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 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).

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CN 6042 WEB DESIGN & 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 BRAND COMMUNICATION

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 the digital media environment? These are the questions the course Brands and Digital Branding is exploring. Specifically, the course focuses on how brands are viewed, built, managed, and measured to ensure a firm's 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 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 6065 SOCIAL MEDIA MANAGEMENT

3 CREDITS

Social media is changing communication patterns around the world in almost every industry. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has opened up numerous new communication channels for brands to interact with current and potential customers. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to build social communities and track their effectiveness. The course uses a combination of lectures, lab demonstrations, case studies and a simulation game.

CN 6046 UX – USER EXPERIENCE & RESPONSIVE DESIGN

3 US CREDITS

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

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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 6127 QUANTITATIVE RESEARCH IN COMMUNICATION

3 US CREDITS

Prerequisites

CN 6006 APPLIED COMMUNICATION RESEARCH METHODS

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 6148 DIGITAL AND 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.

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CN 6450 THESIS IN DIGITAL COMMUNICATION

3 US CREDITS

Prerequisites

- CN 6035 APPLIED COMMUNICATION THEORY
- CN 6040 NEW MEDIA THEORY & RESEARCH
- 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 DIGITAL & SOCIAL MEDIA STRATEGY
- CN 6042 WEB DESIGN & 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.