MASTER OF ARTS (MA)  
IN DIGITAL COMMUNICATION & SOCIAL MEDIA

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 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.

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
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.
MASTER OF ARTS (MA)
IN DIGITAL COMMUNICATION & SOCIAL MEDIA

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.