



School of Graduate
and Professional
Education



MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2020–2021

FALL 2020-21 / SEPTEMBER 21 (M) - DECEMBER 19 (SAT)

CN 6035	APPLIED COMMUNICATION THEORY	3 cr.	R	M	18:30-21:30
CN 6042	WEB DESIGN AND DEVELOPMENT	3 cr.	R	T	18:30-21:30
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	T	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	3 cr.	E	W	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION	3 cr.	R	NA	NA

WINTER 2020-21 / JANUARY 7 (TH) - APRIL 6 (TU) / TENTATIVE

CN 6040	NEW MEDIA THEORY AND RESEARCH	3 cr.	R	M	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	T	18:30-21:30
CN 6148	DIGITAL AND SOCIAL ANALYTICS	3 cr.	E	W	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	E	TH	18:30-21:30
CN 6141	DIGITAL AND SOCIAL MEDIA STRATEGY	3 cr.	R	TH	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION	3 cr.	R	NA	NA

SPRING 2020-21 / APRIL 13 (TU) - JULY 24 (SAT) / TENTATIVE

CN 6047	CONTENT STRATEGY	3 cr.	R	M	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	T	18:30-21:30
CN 6046	USER EXPERIENCE & RESPONSIVE DESIGN	3 cr.	E	W	18:30-21:30
CN 6249	CAPSTONE PROJECT	3 cr.	R	W	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	E	TH	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