

## GRADUATE DIPLOMA IN DIGITAL & SOCIAL MEDIA

### **CN 6025 DIGITAL MEDIA PRODUCTION**

**3 US CREDITS**

A professional engaged in Digital Communication and 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 and 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 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 DEVELOPMENT**

**3 US CREDITS**

Covering content strategy in relation to broader digital strategy, KPIs and relevant metrics this course develops writing skills for the digital environment, focusing on web texts, posts, tweets, newsletters or blog articles, examining SEO factors as well as script writing for multimedia or multimodal texts, all within the context of a content calendar.

### **CN 6065 SOCIAL MEDIA MANAGEMENT**

**3 US 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.

## GRADUATE DIPLOMA IN DIGITAL & SOCIAL MEDIA

### **CN 6141 DIGITAL AND SOCIAL MEDIA STRATEGY**

**3 US CREDITS**

**Prerequisites:**

CN 6035 APPLIED COMMUNICATION THEORY

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 media marketing. 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, a company visit, and an exciting executive simulation game.

*\*Upon successfully completing this course, the student will be a Certified Digital Marketing Associate, awarded by the Digital Marketing Institute (DMI).*

### **CN 6148 DIGITAL AND SOCIAL ANALYTICS**

**3 US CREDITS**

**Prerequisites:**

CN 6141 DIGITAL AND SOCIAL MEDIA STRATEGY

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 optimization of new as well as traditional media communication campaigns. Yet, today's digital media landscape is becoming increasingly challenging when identifying optimum solutions and strategies for the achievement of specific digital goals and objectives. The modern marketing analyst needs 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 collected data, extract valuable insights that will lead to the optimization of content delivery and strategic marketing communication. This course allows students to gain familiarity with digital and social analytics tools and methods, and to develop the necessary skills in applying them for the collection of actionable data and assessing and optimizing digital marketing campaigns.