Deree

School of Graduate and Professional Education

MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2022–2023

FALL 2022-23 / September 19 (M) - December 17 (Sat) 2022

CN 6035	APPLIED COMMUNICATION THEORY	3 cr.	R	M	18:30-21:30
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	T	18:30-21:30
CN 6046	UX – USER EXPERIENCE AND RESPONSIVE DESIGN	3 cr.	E	TH	18:30-21:30
CN 6047	CONTENT DEVELOPMENT	3 cr.	R	W	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION (ONLINE)	3 cr.	R	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	R	T	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION	3 cr.	NA	NA	

WINTER 2022-23 / January 9 (M) - April 8 (Sat) 2023

CN 6040	NEW MEDIA THEORY AND RESEARCH	3 cr.	R	M	18:30-21:30
CN 6148	DIGITAL AND SOCIAL ANALYTICS	3 cr.	E	T	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	3 cr.	R	W	18:30-21:30
CN 6042	WEB DESIGN AND DEVELOPMENT	3 cr.	E	W	18:30-21:30
CN 6141	DIGITAL AND SOCIAL MEDIA STRATEGY	3 cr.	R	TH	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION	3 cr.	NA	NA	

SPRING 2022-23 / April 25 (Tu) - July 22 (Sat) 2023 / TENTATIVE

CN 6035	APPLIED COMMUNICATION THEORY	3 cr.	R	M	18:30-21:30
CN 6249	CAPSTONE PROJECT	3 cr.	R	M	18:30-21:30
CN 6075	RESEARCH METHODS IN ADVERTISING	3 cr.	R	T	18:30-21:30
CN 6079	DIGITAL ADVERTISING	3 cr.	R	W	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	E	TH	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION	3 cr.	NA	NA	

** THESIS duration: 2 terms or 26 weeks

R: Required
E: Elective