



School of Graduate
and Professional
Education



MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2023–2024

FALL 2023-24 / September 19 (Tu) - December 16 (Sat) 2023/TENTATIVE

CN 6035	APPLIED COMMUNICATION THEORY	R	3 cr.	M	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	R	3 cr.	T	18:30-21:30
CN 6025	DIGITAL MEDIA PRODUCTION	E	3 cr.	W	18:30-21:30
CN 6046	UX – USER EXPERIENCE AND RESPONSIVE DESIGN	E	3 cr.	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	TH	18:30-21:30
CN 6047	CONTENT DEVELOPMENT	R	3 cr.	T	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION		3 cr.	NA	NA

WINTER 2023-2024 / January 9 (Tu) - April 6 (Sat) 2024/TENTATIVE

CN 6040	NEW MEDIA THEORY AND RESEARCH	R	3 cr.	M	18:30-21:30
CN 6148	DIGITAL AND SOCIAL ANALYTICS	E	3 cr.	T	18:30-21:30
CN 6042	WEB DESIGN AND DEVELOPMENT	E	3 cr.	W	18:30-21:30
CN 6141	DIGITAL AND SOCIAL MEDIA STRATEGY	R	3 cr.	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	R	3 cr.	TH	18:30-21:30
CN 6047	CONTENT DEVELOPMENT	R	3 cr.	T	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION		3 cr.	NA	NA

SPRING 2023-2024 / April 15 (M) - July 27 (Sat) 2024/TENTATIVE

CN 6035	APPLIED COMMUNICATION THEORY	R	3 cr.	M	18:30-21:30
CN 6249	CAPSTONE PROJECT	R	3 cr.	M	18:30-21:30
CN 6075	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	T	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	R	3 cr.	W	18:30-21:30
CN 6043	BRAND COMMUNICATION	E	3 cr.	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	R	3 cr.	TH	18:30-21:30
CN 6450	THESIS IN DIGITAL COMMUNICATION		3 cr.	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required E: Elective