



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.	M	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 6249	CAPSTONE PROJECT	R	3 cr.	T	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	TH	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	R	3 cr.	W	18:30-21:30
CN 6043	BRAND COMMUNICATION	E	3 cr.	T	18:30-21:30
CN 6079	DIGITAL ADVERTISING	R	3 cr.	M	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