



School of Graduate
and Professional
Education



MA in Digital Communication & Social Media

Course Schedule

ACADEMIC YEAR 2024–2025

FALL 2024-25 / September 23 (M) - December 21 (Sat) 2024

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 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	W	18:30-21:30
CN 6046	UX – USER EXPERIENCE AND RESPONSIVE DESIGN	E	3 cr.	TH	18:30-21:30
CN 6079	DIGITAL ADVERTISING	R	3 cr.	TH	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION		3 cr.	N/A	N/A

WINTER 2024-25 / January 13 (M) - April 12 (Sat) 2025/TENTATIVE

CN 6040	NEW MEDIA THEORY AND RESEARCH	R	3 cr.	W	18:30-21:30
CN 6065	SOCIAL MEDIA MANAGEMENT	R	3 cr.	T	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.	M	18:30-21:30
CN 6141	DIGITAL AND SOCIAL MEDIA STRATEGY	R	3 cr.	TH	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION	R	3 cr.	N/A	N/A

SPRING 2024-25 / April 28 (M) - July 26 (Sat) 2025/TENTATIVE

CN 6079	DIGITAL ADVERTISING	R	3 cr.	M	18:30-21:30
CN 6043	BRAND COMMUNICATION	E	3 cr.	T	18:30-21:30
CN 6249	CAPSTONE PROJECT	R	3 cr.	TH	18:30-21:30
CN 6047	CONTENT DEVELOPMENT	R	3 cr.	T	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	R	3 cr.	W	18:30-21:30
CN 6350	THESIS IN DIGITAL COMMUNICATION	R	3 cr.	N/A	N/A

** THESIS duration: 2 terms or 26 weeks

R: Required E: Elective