

Sammy Ofer School of Communications

BA in Communications

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A great deal of effort has been expended in preparing this handbook, in order to ensure that its content is complete and accurate. However, changes and alterations to the information are possible. Such changes, which will be published during the course of the year via various means, such as, the handbook on the IDC Herzliya website, and notifications, will obligate the entire student body.

The IDC Herzliya Academic Authorities are at liberty to cancel, alter or add studies subjects and /or specialization programs, and to generate changes in the times of lectures or in the manning of the subject instructor posts, at its discretion. These changes apply to all IDC Herzliya students, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

The curriculum of the Sammy Ofer School of Communications is composed of mandatory courses and three specializations, a total of 122¹ credits for the degree.

Mandatory courses are taught during all three years of studies. In the last three semesters, each student is required to choose one of the following specializations:

- * Marketing and Political Communications
- * Visual Content Studies
- * Interactive Communications

Program Structure

Mandatory Courses - 77 credits

Infrastructure Studies	8 credits
The Fundamentals of Communications	22 credits
Mandatory Theoretical Courses	20 credits
Basic Specialization Studies	13 credits
Basic Workshops	12 credits
English Studies	2 credits

Specialization Structure

39 credits

5 Mandatory courses	10 credits
5 Workshops	10 credits
1 Semestrial Seminar	2 credits
1 Yearlong Seminar	6 credits
3 rd - Year Annual Workshop	5 credits
3 Courses from Other Specializations	6 credits

General Elective Courses²

Students are required to choose a total of 6 credits from the General studies unit or courses offered by other IDC Schools.

¹ Students, who began their studies before the 2015-2016 Academic Year, will complete a total of 126 credits.

² Students who choose to study a Supplementary Cluster are exempt from this category

Specializations at the Sammy Ofer School of Communications

Marketing and Political Communications

Head of the Specialization: Dr. Amit Lavie- Dinur

The Marketing and Political Communications specialization offers a unique combination of academic and research studies with practical experience guided by leading marketplace professionals. The program educates and trains students in strategic and innovative thinking in fields such as advertising, marketing, public relations and communication advisement across all media and digital platforms. Alongside theoretical courses and research seminars which serve a basis for learning, students take part in practical workshops such as: Marketing Strategy, Digital Advertising & Marketing, Political Campaign Management, Video Commercials for TV and Digital, and Social Media Marketing providing students with the necessary tools to integrate in the marketplace. During their third year, students participate in the "Marketing Lab" where they develop strategies and creative solutions for innovative campaigns for both profit and non-profit organizations.

Visual Content Studies

Head of the Specialization: Dr. Amit Lavie- Dinur

The specialization combines theoretical and empirical studies in the fields of content development with the acquisition of practical skills implementing advance technologies. The students will be trained in in-depth research deliberation regarding popular media content such as: television, Internet, mobile and social media. The Visual Content specialization puts an emphasis on the power of communication to shape ideology, values and lifestyle in modern society.

The range of workshops in the specialization enables the students to develop content and produce an original portfolio in: writing for television and web, production and distribution of YouTube channels, app development, digital news, directing and cinematography. In the third year, students participate in the "Content Hub" where they develop original formats placing the creator at the center while treating him as an entrepreneur and leader in the international modern media market. Alongside these formats, students will learn business model development in collaboration with students from the business school that will assist their distribution in international markets.

Interactive Communications

Head of the Specialization: Dr. Oren Zuckerman

This specialization's curriculum offers a wide and innovative range of courses focusing on the main characteristics of interactive communication. Graduates will have an in-depth understanding of the internet and mobile revolution, and will be prepared to make optimal use of it. Among the subjects studied: cross media experiences, interaction models, the network and its effect on the participatory culture, the psychological and social effects of new media, community management and performance based marketing. In addition, students will participate in practical workshops that will include, among

other things, designing cross platform experiences, mobile experiences, and familiarization with applications in the fields of design and interactive communication

Optional Supplementary Clusters

The Sammy Ofer School of Communications offers the students entering their 3rd year optional supplementary clusters in addition to their Communications specialization:

**Business
Administration**

Entrepreneurship

**Public
Diplomacy
Program**

Supplementary Cluster in Business Administration

- **The cluster includes 12 credits** which will be taken during the 3rd year.
- 8 of the 12 credits replace the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses).
- The remaining 4 credits will be added to the 122 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Business Administration will complete their BA with a total of 126 credits.

Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
Year-long						
157	Organizational Behavior Dr. Galit Dayan	4		4		Exam
Fall Semester						
43	Principles Of Marketing Management Dr. Rinat Satchi	4		4		Exam
Spring Semester						
2318	Integrated Marketing Communications Dr. Yaniv Gvili	4		4		Exam

Supplementary Cluster in Entrepreneurship

- **Acceptance to the cluster is conditional upon a total GPA of 85 or above and a personal interview.**
- The cluster includes 12 credits which will be taken during the third year.
- 8 of the 12 credits replace the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses).
- The remaining 4 credits will be added to the 122 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Entrepreneurship will complete their BA with a total of 126 credits.

Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Fall Semester Courses

2280	Psychology of Creativity, Innovation Entrepreneurship Dr. Mel Rosenberg	2		2		Final paper
2281	Strategy and Marketing for Entrepreneurs Dr. Gali Einav	2		2		Final paper
2312	Product Design and user experience Mr. Ronel Mor	2		2		Final paper

Spring Semester Courses

2282	Economic and Legal Aspects for Entrepreneurs Mr. Daniel Pomerantz	2		2		Final paper
2284	Final Project: Venture Creation or Intrapreneurship Project Dr. Einav Gali	4		4		Project

Public Diplomacy Program

- **Registration to the program is conditional upon a total GPA of 80 or above.**
- The program includes 13 credits which will be taken during the third year.
- 8 of the 13 credits replace the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses).
- The remaining 5 credits will be added to the 122 required credits for a BA in Communications, thus, students who complete the program will complete their BA with a total of 127 credits.

Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Year-long Courses

7550	Internship in Digital Public Diplomacy Mr. Yarden Ben Yosef	4***		5		Practicum
7564	Digital Public Diplomacy Mr. Yoram Morad	1***		0		Practicum

Fall Semester Courses

4689	Political Dilemmas: the Israeli-Palestinian Conflict Dr. Ronen Hoffman	2*		2		Exam
7544	Public Diplomacy Dr. Moran Yarchi	2*		2		Exam

Spring Semester Courses

4690	Security Dilemmas (Counter-Terrorism) Ms. Miriam Eisin	2**		2		Exam
7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2**		2		Exam

Program of Studies

First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
Fall Semester Courses						
4048	Preparatory Course: Practicing Academic Writing Ms. Orly Idan	2		2		Paper
7017	Introduction to Communications: Theories and Models Dr. Keren Eyal	2	3	5		Exam
7025	Communications, Culture and Society Dr. Tal Azran	2	2	4		Exam
7026	Quantitative Research Methods Dr. Moran Aliman	2	2	4		Exam
7197	Introduction to New Media Dr. Oren Zuckerman	2	1 Elective	2		Exam
7023	Communication English Advanced B Dr. Leor Cohen	3		0		Exam
7024	Communication English Advanced A Dr. Glenda Sacks	3		2		Exam
Spring Semester Courses						
7019	Statistics Dr. Moran Aliman	2	2	4	Quantitative Research Methods	Exam
7305	Introduction to Political Communication Prof. Moran Yarchi	2		2		Exam
7045	History of Communication Dr. Avital Pilpel	2		2		Exam
7020	Social Psychology Dr. Roi Estlein	2	2	4		Exam
7447	Marketing To A Digital World; The New Rules Of The Game Mr. Hanoch Rabinovitz Dr. Amit Lavie Dinur	2		2		Exam

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7024	Communication English Advanced A Dr. Leor Cohen	3	2	Communication English Advanced B	Exam
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Mandatory Workshops

Fall Semester Workshops

7507	Digital Storytelling Mr. Uri Bar-on Ms. Jasmine Kainy Mr. Yaniv Shmeltzer Mr. Omri Uzrad	3	3		Final Project
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Spring Semester Workshops

7508	Broadcasting News Mr. Ron Fridman Ms. Yael Lavie Mr. Chico Menashe Mr. Yonatan Regev Mr. Jeremy Ruden	2	2	Digital Storytelling	Final Project
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Fall/Spring Semester Workshops

7034#	Introduction to Radio Broadcasting Mr. Amir Ascher Ms. Jonathan Gal Mr. Nir Goraly Mr. Barak Haimovitch Mr. Daniel Matiuk	3	3		Final Project
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7587#	Cross Platform TV Production Mr. Shuki Lerer Mr. Raphael Miller Ms. Noa Ilisar	3	3		Final Project
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The Course will be taken either in the first or the second semester

General Electives

Students are required to choose a total of 6 credits from the General Studies Unit or courses offered by other IDC Schools.

Second Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

7509	Health Communication: PR Strategies of Pharmaceutical Companies Dr. Yaffa Shir-Raz	2		2		Exam
7046	Qualitative Research Methods Dr. Assaf Lev	2	2	4		Exam
7042	Media Ethics Ms. Yael Lavie	2		2		Exam
7453	Introduction to Social Network Analysis Dr. Tsahi Hayat	2	2	4		Exam
7551	Fundamentals of Humanistic Thought Dr. Eran Guter	2	2	4		Exam
7580	Culture & Identity in a Visual Media Environment Dr. Assaf Lev	2		2		Exam
7588	Online Journalism Ms. Anouk Lorie Mr. Roy Katz	2		2		Final Project

Spring Semester Course

7044	Visual Communication: Representation And knowledge Dr. Eran Guter	2	2	4		Exam
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General Electives

Students are required to choose a total of 6 credits from the General Studies Unit or courses offered by other IDC Schools.

Second Year / Specialization in Visual Content Studies

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory courses

Spring Semester Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2	2		Exam
7427	Children, Adolescents, and Media Dr. Kerel Eyal	2	2		Exam
7629	Human-Computer Interaction Techniques Dr. Jessica Cauchard	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7420	Documentary Reporting Ms. Yifat Keidar	2	2	Cross Platform TV Production	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2	2	Cross Platform TV Production	Final Project

Spring Semester Workshops

7263	Creativity in cinematography Mr. Sharon Karp	4	4	Cross Platform TV Production	Final Project
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Elective Workshops

Visual Content Specialization students are required to choose one elective workshop (2 credits) during the course of their studies

Fall Semester Workshop

7419	Video Editing Mr. Dovev Shoshan	2	2	Cross Platform TV Production	Final Project
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Mandatory Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7214	The Documentary Film and Reality Dr. Rachel Quastel	2	2		Paper
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7522	Evolution and Revolution of the Media Dr. Yair Galily	2	2	Paper
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- * Prerequisite courses for all seminars:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

General Electives

Students are required to choose a total of 6 credits from the General Studies Unit or courses offered by other IDC Schools.

Second Year / Specialization in Marketing and Political Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory Courses

Spring Semester Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2	2		Exam
7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2	2		Exam
7427	Children, Adolescents, and Media Dr. Kerel Eyal	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7575	Marketing Strategy Ms. Ruth Shabbat Ms. Michal Herman	2		Broadcasting News	Final Project
7568	Digital Advertising & Marketing Mr. Nimrod Dweck Mr. Gadi Saltzman Mr. Eran Sion	2		Broadcasting News	Final Project

Spring Semester Workshop

7481	Advertising Concepts Mr. Hiilel Abt Ms. Sivan Ben-Horin	2		Marketing Strategy	Final Project
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Elective Workshops

Students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

Spring Semester Workshops

*7065	Public Relations and Spokesmanship Mr. Shay Even	2	2	Marketing Strategy	Final Project
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*The workshop (7065) is a prerequisite to register to the third year Marketing Lab project: Cross Platform PR Campaign

7458	Social Media Marketing Mr. Nimrod Dweck	2	2	Marketing Strategy	Final Project
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Mandatory Seminar*
Choose one of the following seminars:

Spring Semester Seminars

7626	Thought Process for Digital Marketers Dr. Liraz Margalit	2	2	Paper
7321	Youth revolt, Rock Music and the Sixties Dr. Ari Ktorza	2	2	Paper
7625	Constructing Political Image and Rhetorical Style Dr. Shiri Reznik	2	2	Paper

- * Prerequisite courses for all seminars are as follow:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

General Electives

Students are required to choose a total of 6 credits from the General Studies Unit or courses offered by other IDC Schools.

Second Year / Specialization in Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory Courses

Spring Semester Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2	2		Exam
7629	Human-Computer Interaction Techniques Dr. Jessica Cauchard	2	2		Exam
7427	Children, Adolescents, and Media Dr. Kerel Eyal	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7487	Interactive Product Design Mr. Jehonathan Bar Ms. Maya Lerner Ms. Einat Biran	2	2	Broadcasting News	Final Project
7604	Performance Based Online Marketing Mr. Yuval Aloni Mr. Yanay Sela Mr. Eduard Mitelman	2	2	Broadcasting News	Final Project

Spring Semester Workshops

7600	Product Management in Startup Companies Mr. Itai Preis Mr. Ofer Shani Mr. Eran Abramson	2	2	Online Performance Based Marketing	Final Project
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Elective Workshops

Interactive Specialization students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

Spring Semester Workshops

7598	Tools for Product Design Mr. Or-ad Weisberg Mr. Chaim Sokoloff	2	2	Interactive Product Design	Final Project
7605	Performance Based Online Marketing - Advanced Mr. Yuval Aloni Mr. Ofir Beigel	2	2	Online Performance Based Marketing	Final Project

Mandatory Seminar*

Choose one of the following seminars:

7595	Embodied Communication in the Digital World Dr. Beatrice Hasler	2	2	Paper
7594	Advanced Human Computer Interaction in Virtual Environments Mr. Jonathan Giron	2	2	Paper
7630	Digital Forms of Life: Philosophical Perspectives on Today's Technologies Dr. Galit Wellner	2	2	Paper

- * The Prerequisites courses for all seminars are as follow:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

General Electives

Students are required to choose a total of 6 credits from the General Studies Unit or courses offered by other IDC Schools.

Third Year

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Course

7579	Life, Leisure and the Media Prof. Michael Leitner	2	2		Exam
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Spring Semester Courses

7110	Language, Culture And Society Dr. Orly Idan	2	2		Exam
7281	Music as a Means of Communications³ Dr. Ori Leshman	2 ³	2		Exam

³ This course is considered a mandatory general elective course. Students taking a Supplementary Cluster are exempt from this course.

Third Year / Specialization in Visual Content Studies

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

7205	Film Theory Dr. Rachel Quastel	2	2		Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2	2		Exam

Spring Semester Courses

7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2	2		Exam
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Elective Workshops⁴

Fall Semester Workshops

7570	Creating VR Formats Mr. Eran Galil Mr. Aviv Hod	2	2	Television Studio	Final Project
7090	Studio Drama Productions Mr. Raphael Miller	2	2	Television Studio	Final Project
7422	Technologies as Material Mr. Ronny Van Den Bergh	2	2	Interactive Media Platforms	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Interactive Media Platforms	Final Project
7592	Interactions: From Design Thinking to Critical Design Ms. Dana Gordon-Labrune	2	2	Interactive Media Platforms	Final Project
7585	Practical Digital Content Writing Ms. Natali Morad	2	2	Broadcasting News	Final Project
7534	Social and Political Struggles Mr. Idan Ring	2	2	Introduction to Journalism	Final Project
7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to Journalism	Final Project

⁴ Students are required to complete a total of 10 credits of workshops during the course of their studies

7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Television Studio	Final Project
7574	Video Commercials for TV and Digital Mr. Lior Chefetz	2	2	Cross Platform TV Production	Final Project

Spring Semester Workshops

7573	Creating Music Videos Mr. Eyal Rub	2	2	Communications, Culture and Society	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	2+2 recitation	2	Communications, Culture and Society	Final Project

Yearlong Seminar***Choose one of the following:**

7462	Media and Teen Health, Body Image, and Sexuality Dr. Keren Eyal	6	6		Paper
7586	Cyberspace Romance Dr. Shiri Reznik	6	6		Paper

Yearlong Projects**Choose one of the following:**

7607	Writing and Producing a Web Series Mr. Eyal Rob Mr. Uri Bar-On	4	5		Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5		Final Project
7251	Radio Time - This IsReal Mr. Jonathan Gal Ms. Rona Zahavi	4	5		Final Project

Elective Courses from another Specialization****During the course of studies students are required to register to 3 courses in this category****Fall Semester Courses**

7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2	2		Exam
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Spring Semester Courses

7549	Interpersonal Influence Off and Online Dr. Roi Estlein	2	2		Exam
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- * Completion of a second year seminar is a prerequisite for the yearlong seminar. The Prerequisites courses for all seminars are as follow:
 - Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

- ** During the course of studies students are required to register to 3 courses in this category. In the 2nd year, it is possible to choose one course or both courses. In the 3rd year it is required to complete the rest. It is also possible to take all 3 courses in the 3rd year.

General Electives

Communication students are required to take **6 credits of general elective** courses during the course of studies (see separate General Elective Courses file on IDC website) which can be divided as follows:

- 1) **General Studies Unit**– a minimum of 2 required credits.
- 2) **Interdisciplinary Courses or courses from other schools at IDC** – 4 credits.

Third Year / Specialization in Marketing and Political Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory courses

Fall Semester Courses

7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2	2		Exam
7484	Transitioning Media: Marketing and Branding in a Digital World Dr. Gali Einav	2	2		Paper

Spring Semester Course

7549	Interpersonal Influence Off and Online Dr. Roi Estlein	2	2		Exam
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Elective Workshops⁵

Fall Semester Workshops

7570	Creating VR Formats Mr. Eran Galil Mr. Aviv Hod	2	2	Television Studio	Final Project
7090	Studio Drama Productions Mr. Raphael Miller	2	2	Television Studio	Final Project
7422	Technologies as Material Mr. Ronny Van Den Bergh	2	2	Interactive Media Platforms	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Interactive Media Platforms	Final Project
7592	Interactions: From Design Thinking to Critical Design Ms. Dana Gordon-Labrune	2	2	Interactive Media Platforms	Final Project
7585	Practical Digital Content Writing Ms. Natali Morad	2	2	Broadcasting News	Final Project
7534	Social and Political Struggles Mr. Idan Ring	2	2	Introduction to Journalism	Final Project

⁵ Students are required to complete a total of 10 credits of workshops during the course of their studies

7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to Journalism	Final Project
7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Television Studio	Final Project
7574	Video Commercials for TV and Digital Mr. Lior Chefetz	2	2	Cross Platform TV Production	Final Project

Spring Semester Workshops

7573	Creating Music Videos Mr. Eyal Rub	2	2	Communications, Culture and Society	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	2+2 recitation	2	Communications, Culture and Society	Final Project

Yearlong Seminar*

Choose one of the following seminars:

7578	Public Relations During Conflicts Dr. Moran Yarchi	6	6		Paper
7471	City and Nation Branding: creating a real online campaign to Tel-Aviv (in cooperation with Tel-Aviv city municipality) Dr. Tal Azran	6	6		Paper
7603	Media and Psychology in Foreign Policy Management Dr. Ronen Hoffman	6	6		Paper

Yearlong Projects

Choose one of the following:

7610	Lobbying and Political Change Mr. Shay Even	4	5		Final Project
7498	Digital Video Content Mr. Hillel Abt	4	5		Final Project
7251	Radio Time - This IsReal Mr. Jonathan Gal Ms. Rona Zahavi	4	5		Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5		Final Project
7628	Interactive Marketing Studio Mr. Yuval Aloni	4	5		Final Project

Elective Courses from Another Specialization**

During the course of studies students are required to register to 3 courses in this category

Fall Semester Courses

7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2	2	Exam
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Spring Semester Courses

7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2	2	Exam
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* Completion of a second year seminar is a prerequisite for the yearlong seminar.
The Prerequisites courses for all seminars are as follow:

- Introduction to Communications: Theories and Models
- Quantitative Research Methods
- Qualitative Research Methods

** During the course of studies students are required to register to 3 courses in this category.
In the 2nd year, it is possible to choose one course or both courses. In the 3rd year it is required to complete the rest. It is also possible to take all 3 courses in the 3rd year.

General Electives

Communication students are required to take **8 credits of general elective** courses during the course of studies (see separate General Elective Courses file on IDC website) which can be divided as follows:

- 1) **General Studies Unit**– a minimum of 4 required credits.
- 2) **Interdisciplinary Courses or courses from other schools at IDC** – 4 credits.

Third Year / Specialization in Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
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Mandatory courses

Fall Semester Courses

7432	Topics in Network Culture Dr. Doron Fridman	2	2		Home Exam
7596	Peace Technologies: Technology-enhanced Conflict Resolution and Peace-Building Dr. Beatrice Hasler	2	2		Exam

Spring Semester Courses

7581	Foundations in Technological Thinking Mr. Yair Halevi	2	2		Exam
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Elective Workshops⁶

Fall Semester Workshops

7570	Creating VR Formats Mr. Eran Galil Mr. Aviv Hod	2	2	Television Studio	Final Project
7090	Studio Drama Productions Mr. Raphael Miller	2	2	Television Studio	Final Project
7422	Technologies as Material Mr. Ronny Van Den Bergh	2	2	Interactive Media Platforms	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Interactive Media Platforms	Final Project
7592	Interactions: From Design Thinking to Critical Design Ms. Dana Gordon-Labrune	2	2	Interactive Media Platforms	Final Project
7585	Practical Digital Content Writing Ms. Natali Morad	2	2	Broadcasting News	Final Project
7534	Social and Political Struggles Mr. Idan Ring	2	2	Introduction to Journalism	Final Project
7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to Journalism	Final Project

⁶ Students are required to complete a total of 10 credits of workshops during the course of their studies

7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Television Studio	Final Project
7574	Video Commercials for TV and Digital Mr. Lior Chefetz	2	2	Television Studio	Final Project

Spring Semester Workshops

7573	Creating Music Videos Mr. Eyal Rub	2	2	Communications, Culture and Society	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	2+2 recitation	2	Television Studio	Final Project

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Yearlong Seminar***Choose one of the following seminars:**

7452	Advanced Topics in Social Network Analysis Dr. Tsahi Hayat	6	6		Paper
7608	Persuasive Technology: Analysis and Design Dr. Beatrice Hasler	6	6		Paper

Yearlong Projects**Choose one of the following:**

7622	UX Agency Ms. Meytal Abo Mr. Jehonathan Bar	4	5		Final Project
7628	Interactive Marketing Studio Mr. Yuval Aloni	4	5		Final Project
7621	miLAB VR Mr. Jonathan Giron	4	5		Final Project
7251	Radio Time - This IsReal Mr. Jonathan Gal Ms. Rona Zahavi	4	5		Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5		Final Project

Elective Courses from another specialization**

During the course of studies students are required to register to 3 courses in this category.

Fall Semester Courses

7484	Transitioning Media: Marketing and Branding in a Digital World Dr. Gali Einav	2	2	Paper
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Spring Semester Courses

7549	Interpersonal Influence Off and Online Dr. Roi Estlein	2	2	Exam
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- * Completion of a second year seminar is a prerequisite for the yearlong seminar.
The Prerequisites courses for all seminars are as follow:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

- ** During the course of studies students are required to register to 3 courses in this category.
In the 2nd year, it is possible to choose one course or both courses. In the 3rd year it is required to complete the rest. It is also possible to take all 3 courses in the 3rd year.

General Electives

Communication students are required to take **8 credits of general elective** courses during the course of studies (see separate General Elective Courses file on IDC website) which can be divided as follows:

- 1) **General Studies Unit**– a minimum of 4 required credits.
- 2) **Interdisciplinary Courses or courses from other schools at IDC** – 4 credits.

Exam Schedule

The dates of the examinations can be found on the IDC Herzliya website under Students > Student Information > Course Catalog, Student Regulations and Syllabus > Search Exams

A personal examinations schedule is published at the Student's Information website (My IDC).