

**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. The IDC Herzliya Academic Authorities may cancel, alter or add courses and/or specialization programs, and generate changes in the times of lectures or in the assigned lecturer. When such changes occur, they will be published over the course of the year by various means, such as the online handbook on the IDC Herzliya website, and will 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 120 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:



### 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

#### **Total - 120 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 <sup>rd</sup> - Year Annual Workshop	5 credits
3 Courses from Other Specializations	6 credits
General Courses*	8 credits

\* 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. Tsahi Hayat

The Marketing and Political Communications specialization offers a unique combination of academic and 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 seminars, students take part in practical workshops such as Marketing Strategy, Digital Advertising & Marketing, Political Campaign Management, Video Commercials for TV and Digital, Social Media Marketing, Branded Content & Marketing and Visual Communication Design, providing students with the necessary tools to integrate in the marketplace. During their third year, students participate in the "Marketing Lab" where they develop innovative campaigns for real clients: for both profit and non-profit organizations. Students will graduate with a portfolio providing them with a competitive advantage in the industry.

## **Visual Content Studies**

Head of the Specialization: Dr. Yarchi Moran

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 led by media experts, enables the students to develop original content and produce a portfolio in writing for television and web, production, creating documentaries & drama, cinematography, content video marketing and more. 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. Students will participate in a professional pitching event and present their work to commissioning editors from the leading broadcasters, executive producers, digital media companies, and international format companies from the local & global industry.

## **Interactive Communications**

Head of the Specialization: Dr. Oren Zuckerman

The interactive specialization leads the study of UX (user experience design) and Product (marketing and management) in Israel including aspects of entrepreneurship, psychology, and technology studies. Students experience practical development of innovative digital products such as applications, web interfaces and virtual reality (VR). The Interactive specialization prepares its graduates for creative and strategic product positions in the media, startups and High-tech companies. Students will experience hands-on workshops such as UX design, UX writing, product management, online product performance, as well as theoretical courses and research seminars such as user experience ethics, psychology aspects of using technologies, virtual reality research, social networks and more.

## Optional Supplementary Clusters

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



### Supplementary Cluster in Business Administration

- **The cluster includes 20 credits**, which will be taken during the 3<sup>rd</sup> year.
- 8 of the 20 credits replace one of the courses from other specializations (2 credits) and from the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses – 8 credits).
- The remaining 12 credits will be added to the 114 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
<b>Year -long</b>						
157	Organizational Behavior Dr. Galit Dayan	4		4		Final Exam on Spring Semester
<b>Fall Semester</b>						
43	Principles Of Marketing Management Dr. Rinat Satchi	4		4		Exam
<b>Spring Semester</b>						
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.
- 6 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

2357	<b>Venture Creation - The Vision: Ideation and Strategy.</b> Dr. Gali Einav	2		4		Final paper
2282	<b>Economic and Legal Aspects for Entrepreneurs</b> Mr. Daniel Pomerantz	2		2		Final paper

### Spring Semester Courses

2312	<b>Product Design and user experience</b> Dr. Greenshpan Jacob	2		2		Final paper
2358	<b>Venture Creation - Implementation: Prototyping and Customer Creation</b> Mr. Richman Ofir	4		4		Project

## B.A in Communications Program of Studies

### First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>						
4048	<b>Preparatory Course: Practicing Academic Writing</b> Dr. Orly Idan	2		2		Paper
7017	<b>Introduction to Communications: Theories and Models</b> Dr. Tzur Eyal Keren	2	3	5		Exam
2649	<b>Communications, Culture and Society</b> Dr. Tal Azran	2		2		Exam
7197	<b>Introduction to New Media</b> Dr. Oren Zuckerman	2	2	4		Exam
7023	<b>Communication English Advanced B</b> Dr. Leor Cohen	3		0		Exam
7024	<b>Communication English Advanced A</b> Dr. Glenda Sacks	3		2		Exam
7019	<b>Statistics</b> Dr. Moran Aliman	2	2	4		Exam
<b>Spring Semester Courses</b>						
7305	<b>Introduction to Political Communication</b> Dr. Yarchi Moran	2	2	4		Exam
7045	<b>History of Communication</b> Dr. Avital Pilpel	2		2		Exam
7020	<b>Social Psychology</b> Dr. Nathan Stoler	2	2	4		Exam
7026	<b>Quantitative Research Methods</b> Dr. Moran Aliman	2	2	4	Statistics	Exam
7024	<b>Communication English Advanced A</b> Dr. Leor Cohen	3		2	<b>Communication English Advanced B</b>	Exam

## Mandatory Workshops

### Fall Semester Workshops

7507	<b>Digital Storytelling</b> Mr. Uri Bar-on Ms. Jasmine Kainy Mr. Nir Saar Mr. Omri Uzrad	3	3	Final Project
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### Spring Semester Workshops

2477	<b>From the Tweet to the Broadcast Story</b> Mr. Yonatan Regev Mr. Yadin Katz Dr. Yifat Mor	2	2	Final Project
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### Fall/Spring Semester Workshops

7034#	<b>Introduction to Radio Broadcasting</b> Mr. Jonathan Gal Mr. Roy Kats Ms. Chen Zausmer Mr. Dan Matuk	3	3	Final Project
7587#	<b>Cross Platform TV Production</b> Mr. Eitan Cohen Ms. Noa Ilsar Mr. Ariel Lowi	2	2	Final Project

# The Course will be taken either in the first or the second semester



## 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

7018	<b>Communication Institutions</b> Ms. Sagit Dinnar	2	2	4		Exam
7046	<b>Qualitative Research Methods</b> Dr. Assaf Lev	2	2	4		Exam
7042	<b>Media Ethics</b> Ms. Yael Lavie	2		2		Exam
7453	<b>Introduction to Social Network Analysis</b> Dr. Tsahi Hayat	2	2	4		Exam
7551	<b>Fundamentals of Humanistic Thought</b> Dr. Snir Itay	2	2	4		Exam
2478	<b>The art of Pitch and Transmitting the Message</b> Mr. Avisaf Omri Mr. Michaelis Ran	2		2		Final Project
7110	<b>Language, Culture And Society</b> Dr. Orly Idan	2		2		Exam

#### Spring Semester Course

7044	<b>Visual Communication: Representation And knowledge</b> Dr. Maya Pinhasi	2	2	4		Exam
7633	<b>Introduction to Human Computer Interaction</b> Dr. Oren Zukerman	2	2 Elective	2		Exam
7580	<b>Culture &amp; Identity in a Visual Media Environment</b> Dr. Assaf Lev	2		2		Exam
7509	<b>Health Communication: PR Strategies of Pharmaceutical Companies</b> Dr. Yaffa Shir-Raz	2		2		Exam

## 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

#### Fall Semester Courses

7308	<b>Principles of Persuasion and Argumentation</b> Dr. Sharon Avital	2	2		Exam
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#### Spring Semester Courses

7427	<b>Children, Adolescents, and Media</b> Dr. Tzur Eyal Keren	2	2		Exam
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### Mandatory Workshops

#### Fall Semester Workshop

7646	<b>Creating a Documentary</b> Ms. Yifat Keidar	2	2		Final Project
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7640	<b>Creativity in cinematography</b> Mr. Sharon Karp	2	2		Final Project
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#### Spring Semester Workshops

3097	<b>Strategic Marketing Video Content</b> Mr. Shmeltzer Yaniv	2	2		Final Project
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7678	<b>Directing</b> Mr. Lior Chefetz	2	2		Final Project
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### Elective Seminar\*

**Choose one of the following seminars:**

#### Spring Semester Seminars

7214	<b>The Documentary Film and Reality</b> Dr. Rachel Quastel	2	2		Paper
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2658	<b>Content Creation for Viralization in Social Networks: implementation and analysis</b> Dr. Tal Azran	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 8 credits of general courses during their studies.

## 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

7308	<b>Principles of Persuasion and Argumentation</b> Dr. Sharon Avital	2	2		Exam
7427	<b>Children, Adolescents, and Media</b> Dr. Tzur Eyal Keren	2	2		Exam

### Mandatory Workshops

#### Fall Semester Workshop

7575	<b>Marketing Strategy</b> Ms. Eli Harris Ms. Michal Herman Ms. Gesthalter Sharon	2		Broadcasting News	Final Project
7568	<b>Digital Advertising &amp; Marketing</b> Mr. Inbar Dotan Mr. Yuval Hollander	2		Broadcasting News	Final Project

#### Spring Semester Workshop

7481	<b>Advertising Concepts</b> 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	<b>Public Relations and Spokesmanship</b> Mr. Shay Even	2	2	Marketing Strategy	Final Project
7458	<b>Social Media Marketing</b> Ms. Tene Emmanuelle	2	2	Marketing Strategy	Final Project

**Elective Seminar\***  
**Choose one of the following seminars:**

**Spring Semester Seminars**

7676	<b>Selling Israel: Social Media and Nation Branding</b> Dr. Tal Azran	2	2	Paper
7321	<b>Youth revolt, Rock Music and the Sixties</b> Dr. Ari Ktorza	2	2	Paper
7691	<b>Constructing influencers' image: marketing and charisma</b> Dr. Shiri Reznik	2	2	Paper
3096	<b>Gaining virality on social media: Theory and practice</b> Dr. Tal Azran	2	2	Paper

- \* 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 8 credits of general courses during their studies.

## 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

7684	Cognitive psychology for user experience (UX) Dr. Erel Hadas	2	2		Paper
7427	<b>Children, Adolescents, and Media</b> Dr. Tzur Eyal Keren	2	2		Exam

### Mandatory Workshops

#### Fall Semester Workshop

7693	<b>Interactive Product Design</b> Mr. Jehonathan Bar Mr. Yoav Dori Ms. Sharon Heller Bar	2	2		Final Project
7662	<b>Tools for Product Optimization</b> Mr. Karen Stevenson Dr. Yair Ben David Mr. Andres Lindner	2	2		Final Project

#### Spring Semester Workshops

7600	<b>Product Management in Startup Companies</b> Mr. Ravit Friedberg Ms. Danielle Raiz	2	2		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

7487	<b>User Experience (UX) Design</b> Mr. Jehonathan Bar Mr. Maor Bluman	2	2		Final Project
7663	<b>Tools for Product Optimization Advance</b> Mr. Andres Lindner	2	2	Tools for Product Optimization [7662]	Final Project

**Elective Seminar\***  
**Choose one of the following seminars:**

**Spring Semester Seminars**

7675	<b>Virtual Reality and Embodiment</b> Dr. Beatrice Hasler	2	2	Paper
7664	<b>Cognitive aspects in UX design</b> Dr. Hadas Erel	2	2	Exam

- \* 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 8 credits of general courses during their studies.

## Third Year

### 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	<b>Film Theory</b> Dr. Rachel Quastel	2	2		Exam
7299	<b>Love and Couplehood in Popular Culture</b> Dr. Shiri Reznik	2	2		Exam
7482	<b>Media and Conflicts in the Digital Age</b> Dr. Moran Yarchi	2	2		Exam

##### Spring Semester Courses

7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2		Exam
7687	<b>Not for Sale: Digital Branding and Marketing in the Public Sector</b> Dr. Yifat Mor	2	2		Exam

#### Elective Workshops

Students are required to choose one elective workshops (2 credits total) during the course of their studies,

##### Fall Semester Workshops

7670	<b>Digital Magazine Studio</b> Ms. Noa Ilisar	2	2	Television Studio	Final Project
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##### Spring Semester Workshops

7573	<b>Creating Music Videos</b> Mr. Eyal Rob	2	2	Communications, Culture and Society	Final Project
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#### Yearlong Seminar\*

**Choose one of the following:**

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

## Yearlong Projects

**Choose one of the following:**

7607	<b>Writing and Producing a Web Series</b> Mr. Eyal Rob Mr. Uri Bar-On	4	5	Final Project
7669	<b>Cross Platform Documentary Formats</b> Ms. Jasmine Kainy	4	5	Final Project

- \* Completion of a Yearlong Seminar is a prerequisite for the yearlong seminar.  
The Prerequisites courses for all seminars are as follow:
- Communication English Advanced A
  - Introduction to Communications: Theories and Models
  - Quantitative Research Methods
  - Qualitative Research Methods
  - Academic research and Writing

### **General Courses**

3<sup>rd</sup> year students are required to take **8 credits of general** courses during their studies.



## 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	<b>Media and Conflicts in the Digital Age</b> Dr. Moran Yarchi	2	2		Exam
7299	<b>Love and Couplehood in Popular Culture</b> Dr. Shiri Reznik	2	2		Exam

#### Spring Semester Course

7687	<b>Not For Sale: Digital Branding and Marketing in the Public Sector</b> Dr. Yifat Mor	2	2		Exam
7667	<b>Consumer Behavior</b> Dr. Rinat Satchi	2	2		Exam
7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2		Exam

### Elective Workshops

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

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

#### Fall Semester Workshops

7688	<b>Branded Content and Marketing</b> Dr. Golan Hanan	2	2	<b>Advertising Concepts[7481]</b>	Final Project
7448	<b>Political Campaigns in the Digital Age</b> Mr. Arik segal	2	2	<b>Advertising Concepts[7481]</b>	Final Project
7574	<b>Video Commercials for TV and Digital</b> Mr. Avigail Krispin	2	2	<b>Advertising Concepts[7481]</b>	Final Project

#### Spring Semester Workshops

7494	<b>Visual Communication Design</b> Ms. Miryam Yuhvetz	2+2 Elective recitation	2	<b>Advertising Concepts[7481]</b>	Final Project
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7404	<b>Mobile Marketing</b> Mr. Nir Baron	2	2	<b>Advertising Concepts[7481]</b>	Final Project
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### Yearlong Seminar\*

Choose one of the following seminars:

7674	<b>Public diplomacy during conflicts</b> Dr. Moran Yarchi	6	6		Paper
7471	<b>City and Nation Branding: creating a real online campaign to Tel-Aviv (in cooperation with Tel-Aviv city municipality)</b> Dr. Tal Azran	6	6		Paper
7657	<b>Health marketing and PR: Analyzing public and commercial campaigns</b> Dr. Yaffa Shir-Raz	6	6		Paper
7627	<b>Digital Propaganda and Marketing and The Online Discourse Around Them</b> Dr. Karin Zohar Cohen	6	6		Paper

### Yearlong Projects

Choose one of the following:

7672	<b>Political Strategies and Marketing</b> Mr. Shay Even	4	5	<b>Advertising Concepts[7481]</b>	Final Project
7648	<b>Social Video Marketing</b> Mr. Hillel Abt	4	5	<b>Advertising Concepts[7481]</b>	Final Project
7495	<b>Integrated Advertising Campaign</b> Ms. Sivan Ben-Horin	4	5	<b>A grade of at least 85 in Advertising Concepts[7481]</b>	Final Project

\* 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
- Academic research and Writing

3<sup>rd</sup> year students are required to take 6 **credits of general** courses during their studies.

## 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

7685	<b>Ethics and Technology</b> Dr. Noa Morag	2	2		Exam
7667	<b>Media and Conflicts in the Digital Age</b> Dr. Moran Yarchi	2	2		Exam

#### Spring Semester Courses

7689	<b>Visual Design for interactive experience</b> Dr. Eldar Guy	2	2		Exam
7581	<b>Foundations in Technological Thinking</b> Mr. Amira Shalom	2	2		Exam
7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2		Exam

### Elective Workshops

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

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

#### Fall Semester Workshops

7469	<b>Creating with Technology-HTML</b> Mr. Omer Pomerantz	2	2	<b>Product Management in Startup Companies [7600]</b>	Final Project
7696	<b>UX Writing</b> Ms. Merav Levkowitz	2	2	<b>Product Management in Startup Companies [7600]</b>	Final Project
7642	<b>Tools for VR Design</b> Mr. Jonathan Giron	2	2	<b>Product Management in Startup Companies [7600]</b>	Final Project

### Yearlong Seminar\*

Choose one of the following seminars:

7452	<b>Advanced Topics in Social Network Analysis</b> Dr. Tsahi Hayat	6	6		Paper
7608	<b>Persuasive Technology: Analysis and Design</b> Dr. Beatrice Hasler	6	6		Paper
7654	<b>Advanced Ethical aspects of UX design</b> Dr. Noa Morag	6	6		Paper

### Yearlong Projects

Choose one of the following:

7645	<b>Final Project: Interactive Product Bootcamp</b> Mr. Jehonathan Bar	4	5	<b>Interactive Product Design[7487]</b>	Final Project
7673	<b>Final Project: Product Marketing with the Industry</b> Mr. Yuval Aloni	4	5	<b>Tools for Product Optimization [7662]</b>	Final Project
7621	<b>Final Project: VR</b> Mr. Dan Pollak	4	5	<b>Interactive Product Design[7487]</b>	Final Project

- \* 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
  - Academic research and Writing

3<sup>rd</sup> year students are required to take 6 **credits of general** courses during their studies.

### Exam Schedule

The dates of the examinations can be found on the IDC Herzliya website under

2020/2021

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).