

Sammy Ofer School of Communications

BA in Communications

Dr. Noam Lemelshtich Latar
Dean

Dr. Amit Lavie Dinur
Deputy Dean

Dr. Tal Azran
Director

Ms. Carine Katz
Head of Student Administration

Ms. Ilana Bronfeld
Executive Administrator

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 122 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 - 122 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 Courses*	6 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. 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:



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

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

Spring Semester Courses

2312	Product Design and user experience Mr. Ronel Mor	2		2		Final paper
2358	Venture Creation - Implementation: Prototyping and Customer Creation Dr. Einav Gali	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
Fall Semester Courses						
4048	Preparatory Course: Practicing Academic Writing Ms. Orly Idan	2		2		Paper
7017	Introduction to Communications: Theories and Models Dr. Vered Malka	2	3	5		Exam
7025	Communications, Culture and Society Dr. Tal Azran	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
7019	Statistics Dr. Moran Aliman	2	2	4		Exam
Spring Semester Courses						
7305	Introduction to Political Communication Prof. Wolfsfeld Gadi	2	2	4		Exam
7045	History of Communication Dr. Avital Pilpel	2		2		Exam
7020	Social Psychology Dr. Roi Estlein	2	2	4		Exam
7026	Quantitative Research Methods Dr. Moran Aliman	2	2	4	Statistics	Exam
7024	Communication English Advanced A Dr. Leor Cohen	3		2	Communication English Advanced B	Exam

Mandatory Workshops

Fall Semester Workshops

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

7508	Broadcasting News Ms. Keren Kirsh Mr. Yonatan Regev Mr. Jeremy Ruden Mr. Muhamad Al-Kassim	2	2	Final Project
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Fall/Spring Semester Workshops

7034#	Introduction to Radio Broadcasting Mr. Jonathan Gal Mr. Amir Asher Mr. Roy Kats Ms. Chen Zausmer Mr. Dan Danmatuk	3	3	Final Project
7587#	Cross Platform TV Production Mr. Raphael Miller Ms. Noa Ilisar	2	2	Final Project

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 of general courses during their studies.

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	Communication Institutions Ms. Sagit Dinnar	2	2	4		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
7588	Online Journalism Mr. Yadin katz Mr. Roy Katz Ms. Irit Dolev	2		2		Final Project

Spring Semester Course

7044	Visual Communication: Representation And knowledge Dr. Eran Guter	2	2	4		Exam
7633	Introduction to Human Computer Interaction Dr. Oren Zukerman	2	2	2		Exam
7580	Culture & Identity in a Visual Media Environment Dr. Assaf Lev	2		2		Exam
7509	Health Communication: PR Strategies of Pharmaceutical Companies Dr. Yaffa Shir-Raz	2		2		Exam

General Electives

Students are required to choose a total of 6 credits of general courses during their studies.

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

7427	Children, Adolescents, and Media Dr. Shiri Reznik	2	2		Exam
7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7646	Creating a Documentary Ms. Yifat Keidar	2	2		Final Project
7647	Advanced Digital Editing Mr. Dovev Shushan	2	2		Final Project

Spring Semester Workshops

7640	Creativity in cinematography Mr. Sharon Karp	2	2		Final Project
7678	Directing Mr. Lior Chefetz Mr. Snir Givon	2	2		Final Project

Elective Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7214	The Documentary Film and Reality Dr. Rachel Quastel	2	2		Paper
7522	Evolution and Revolution of the Media Dr. Shiri Reznik	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 6 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	Principles of Persuasion and Argumentation Dr. Sharon Avital	2	2		Exam
7427	Children, Adolescents, and Media Dr. Shiri Reznik	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7575	Marketing Strategy Ms. Shai Nissenboim Ms. Michal Herman Ms. Meyrav Regev-Weisblot	2		Broadcasting News	Final Project
7568	Digital Advertising & Marketing Mr. Nimrod Dweck Mr. Gadi Saltzman Mr. Inbar Dotan	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
7458	Social Media Marketing Mr. Nimrod Dweck	2	2	Marketing Strategy	Final Project

Elective Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7676	Selling Israel: Social Media and Nation Branding Dr. Tal Azran	2	2	Paper
7321	Youth revolt, Rock Music and the Sixties Dr. Ari Ktorza	2	2	Paper
7316	The Role of the Media in Political Conflicts Prof. Wolfsfeld Gadi	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 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

7629	Human-Computer Interaction Techniques Dr. Erel Hadas	2	2		Paper
7427	Children, Adolescents, and Media Dr. Shiri Reznik	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7487	Interactive Product Design Mr. Jehonathan Bar Ms. Hilla Herzog Manor Mr. yoav Dori	2	2		Final Project
7662	Product Marketing Mr. Yuval Aloni Mr. Alexandra simiom Mr. Sivan Geva	2	2		Final Project

Spring Semester Workshops

7600	Product Management in Startup Companies Mr. Itai Preis Mr. Biran Einat Ms. Ganot Noa	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. Jehonathan Bar	2	2	Interactive Product Design	Final Project
7663	Product Marketing Advance Mr. Nadav Moskovitch Mr. Neta Matalon	2	2	Product Marketing [7662]	Final Project

Elective Seminar*

Choose one of the following seminars:

7675	Virtual Reality and Embodiment Dr. Beatrice Hasler	2	2	Paper
7562	Psychological Aspects of User Experience Dr. Jacob Greenshpan	2	2	Paper
7664	Cognitive aspects in UX design 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 6 credits of general courses during their studies.

Third Year

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

Spring Semester Courses

7110	Language, Culture And Society Dr. Orly Idan	2	2		Exam
7281	Music as a Means of Communications¹ Dr. Ori Leshman	2 ³	2		Exam

¹ 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 Workshops

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

Fall Semester Workshops

7570	Creating VR Formats Mr. Tal Hering	2	2	Television Studio	Final Project
7670	Digital Magazine Studio Ms Noa Ilisar	2	2	Television Studio	Final Project

Spring Semester Workshops

7573	Creating Music Videos Mr. Eyal Rob	2	2	Communications, Culture and Society	Final Project
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Yearlong Seminar*

Choose one of the following:

7668	Living in Smartphone's Tyranny: Uses and Influences Dr. Malka Vered	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
7669	Cross Platform Documentary Formats Ms. Jasmine Kainy Ms. Tal Brug	4	5	Final Project

Courses from another Specialization

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
 - Academic research and Writing

General Courses

3rd year students are required to take 6 **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	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2	2		Exam
7667	Consumer Behavior Dr. Rinat Satchi	2	2		Exam

Spring Semester Course

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

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

Fall Semester Workshops

7671	From Social Media to Social Change Mr. Idan Ring	2	2	Introduction to Journalism	Final Project
7448	Political Campaigns in the Digital Age Mr. Arik segal	2	2	Television Studio	Final Project
7574	Video Commercials for TV and Digital Mr. Avigail Krispin	2	2	Cross Platform TV Production	Final Project

Spring Semester Workshops

7494	Visual Communication Design Ms. Miryam Yuhvetz	2+2 recitation	2	Communications, Culture and Society	Final Project
7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to Journalism	Final Project

Yearlong Seminar*

Choose one of the following seminars:

7674	Public diplomacy during conflicts Dr. Moran Yarchi	6	6		Paper
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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
7657	Health marketing and PR: Analyzing public and commercial campaigns Dr. Yaffa Shir-Raz	6	6	Paper
7627	Digital Propaganda and Marketing and The Online Discourse Arround Them Dr. Karin Zohar Cohen	6	6	Paper

Yearlong Projects
Choose one of the following:

7672	Political Strategies and Marketing Mr. Shay Even	4	5	Final Project
7648	Social Video Marketing Mr. Hillel Abt	4	5	Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5	Final Project

Courses from Another Specialization

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
 - Academic research and Writing

3rd 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

7680	Virtual Reality and Experience Engineering: Theory and Applications Dr. Doron Fridman	2	2		Home Exam
7611	Philosophy of New Technologies Design Dr. Boaz Miller	2	2		Exam

Spring Semester Courses

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

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

Fall Semester Workshops

7469	Creating with Technology-HTML Mr. Ronny VAN Den Bergh	2	2	Product Management in Startup Companies [7600]	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Product Management in Startup Companies [7600]	Final Project

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
7654	Digital Creation: Social, Cultural and Commercial Implications Ms. Noa Morag	6	6		Paper

Yearlong Projects

Choose one of the following:

7645	Final Project: Interactive Product Bootcamp Mr. Jehonathan Bar	4	5	Interactive Product Design[7487]	Final Project
7673	Final Project: Product Marketing with the Industry Mr. Yuval Aloni	4	5	Product Marketing [7662]	Final Project
7621	Final Project: VR Mr. Jonathan Giron	4	5	Interactive Product Design[7487]	Final Project

Courses from another specialization

Fall Semester Courses

7667	Consumer Behavior Dr. Rinat Satchi	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
 - Academic research and Writing

3rd 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 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).