

BA COMMUNICATIONS

At Reichman University, our Communications program immerses you in hands-on projects that mirror real-world industry work. You'll develop targeted marketing strategies and create digital content using industry-standard tools, while designing UX/UI interfaces that enhance user experiences across business, technology, and media sectors.

Diverse career paths with strong communication skills

Internships in leading companies and corporations

Cutting-edge media, virtual & tech labs for campaigns, product design, and innovative projects



Interactive workshops & hands-on experience with exclusive networking opportunities!

State-of-the-art labs & studios: Marketing, Media, Robotics, TV, Radio, AI & Virtual Tech

AI deep learning



BUSINESS MARKETING TRACK

Accelerates business success & development through cutting-edge marketing approaches: AI-powered personalization, Augmented Reality (AR) marketing, social media, e-commerce, etc.



IMPACT TRACK

Focuses on storytelling & messaging through documentaries, film making, investigative journalism, and advanced productions.



HUMAN COMPUTER INTERACTION TRACK

Centers on advancing digital product innovations within high-tech and startup companies, through product design, including robots, electronic devices, and applications. UX/UI design, VR experiences, and essential business skills.

OPTIONAL CLUSTERS: BUSINESS, ENTREPRENEURSHIP, PUBLIC DIPLOMACY

Discover Our Courses

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LIVE IN ISRAEL, STUDY IN ENGLISH

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