

Sammy Ofer School of Communications

BA in Communications

Dr. Noam Lemelshtich Latar
Dean

Dr. Amit Lavie Dinur
Deputy Dean

Dr. Tal Azran
Strategic Advisor

Dr. Keren Tzur-Eyal
Academic Advisor

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. **Such changes, which will be published during the course of the year** via various means, such as, the handbook on the IDC Herzliya website, will obligate the entire student body.

Furthermore, changes that are published through notifications and circulars 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.

This Student Handbook has been specially prepared for the Raphael Recanati International School and includes translations of relevant sections of IDC Herzliya's Hebrew Student Handbook. If any discrepancies are found between the two, the Hebrew version will take precedence. Certain sections of the Hebrew version pertain specifically to law students and thus may be disregarded by students of the International School.

Introduction

The curriculum of the Sammy Ofer School of Communications is composed of mandatory courses and three specializations, a total of 126 credits for the degree.

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

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

Program Structure

Mandatory Courses - 79 credits

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

Specialization Structure

39 credits

5 Mandatory courses	10 credits
5 Workshops	10 credits
1 Semesterial Seminar	2 credits
1 Annual Seminar	4 credits
3 rd - Year Annual Workshop	5 credits
3 Courses from Other Specializations	6 credits
1 Semesterial Seminar from another Specialization	2 credits

General Elective Courses

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

8 credits

Interdisciplinary Courses- or Courses from other IDC Schools	4 credits
General Studies Unit	4 credits.

3rd year students are required to study 10 credits from the general elective courses:

- **4** credits from the General Studies Unit
- **6** credits of Interdisciplinary Courses.

Specializations at the Sammy Ofer School of Communications

Marketing and Political Communications

Head of the Specialization: Dr. Amit Lavie- Dinur

The specialization in Marketing and Political Communication aims to train its students to engage in the fields of strategic consulting, public relations, and advertising. The program imparts knowledge and professional tools, which will enable graduates to rapidly assimilate into the media market and to display their skills in public relations, initiating events, advertising, in the printed press, on the radio and television, and through the Internet. The specialization includes theoretical courses, which serve as the theoretical basis for learning, as well as practical workshops and research seminars.

Visual Content Studies

Head of the Specialization: Dr. Amit Lavie- Dinur

The specialization combines theoretical and empirical studies in the fields of television and radio, together with the acquisition of practical skills. The students will be trained in-depth research deliberation regarding popular media content, while practically experiencing the content creation. The range of workshops in the specialization will enable students to accumulate experience in production, to gain professional experience in the creation of content, and to engage in the development of new formats for television and radio. The objective of the specialization is to prepare the graduates to integrate into a range of positions in the broadcast outlets.

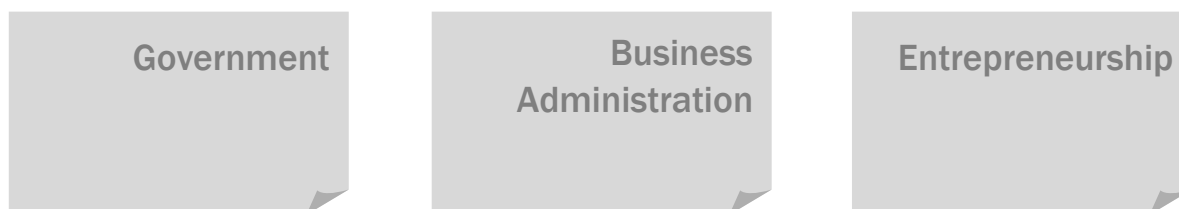
Interactive Communications

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 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. In addition, students will participate in practical workshops that will include, among other things, designing cross platform experiences, mobile experiences, producing content for Internet radio and television, and familiarization with applications in the fields of design and interactive communication.

Supplementary Clusters

The Sammy Ofer school of Communications offers the students entering their 2nd year optional supplementary clusters in addition to their Communications specialization:



Supplementary Cluster in Government

- **12 credits** which will be taken during the second and third years.
- 8 of the 12 **credits** will replace the general elective courses (from the “General Studies Unit” and “Interdisciplinary Elective Courses”).
- **The remaining 4 credits** will be added to the 126 required credits for a BA in Communications, a total of 130 credits.

Second Year Mandatory Courses

869	History Of The Modern Middle East Ms. Tsameret Levy Daphny	3*	3	Exam
132	Introduction to Government Dr. Chaim B. Weizmann	4*	4	Exam

Third Year Mandatory Courses

4025	Conflict Resolution Dr. Benziman Yuval	3*	3	Exam
------	--	----	---	------

Elective Courses

It is required to choose one Government elective course during the 3rd year of studies (a total of 2 credits).

Supplementary Cluster in Business Administration

- **15 credits** which will be taken during the second and third years.
- 8 of the 15 credits will replace the general elective courses (from the “General Studies Unit” and “Interdisciplinary Elective Courses”).
- The remaining 7 credits will be added to the 126 required credits for a BA in Communications, a total of **133 credits**.

Second Year Mandatory Courses

43	Principles Of Marketing Management Dr. Tamir Gedo	4*	4	Exam
40	Organizational Behavior Dr. Galit Dayan	4*	4	Exam

Third Year Mandatory Courses

7	Introduction to Micro Economics	4*	4	Exam
138	Integrated Marketing Communications	3*	3	Exam

Supplementary cluster in Entrepreneurship

- The cluster includes 12 credits which will be taken during the third year.
- 8 of the 12 credits will replace the general elective courses (from the “General Studies Unit” and “Interdisciplinary Elective Courses”).
- The remaining 4 credits will be added to the 126 required credits for a BA in Communications, a total of 130 credits.

The cluster includes 3 courses, each course worth 4 credits, altogether 12 credits.

The topics covered in the 3 courses include: financing for entrepreneurs, product ideation and differentiation, business models in the era of web and mobile, lean startup methodology, marketing strategy, leadership and team leading in startups, legal aspects of entrepreneurship, networking and business communications.

The list of courses will be published towards the 2015-16 academic year.

Registration to the cluster is conditional upon a total **GPA of 80 or above**.

Opening the cluster is subject to a minimum of students.

Program of Studies

First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
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		Exam
7026	Quantitative Research Methods Dr. Karin Zohar Cohen	2*	2	4		Exam
7197	Introduction to New Media Dr. Oren Zuckerman	2*	Elective 1	2		Exam
7018	Communication Institutions Dr. Tal Azran	2**	2	4		Exam
7019	Statistics Dr. Karin Zohar Cohen	2**	2	4	Quantitative Research Methods	Exam
7305	Introduction to Political Communication Prof. Gadi Wolfsfeld	2**		2		Exam
7045	History of Communication Dr. Avital Pilpel	2**		2		Exam
7020	Social Psychology Dr. Roi Estlein	2**	2	4		Exam
7416	Nation and Social Communication Strategy Mr. Rommey Hassman	2**		2		Exam
7024	Communication English Advanced B Dr. Glenda Sacks Ms. Karen Neuberger	3***		3	Communication English Advanced A	Exam
7023	Communication English Advanced A Ms. Karen Neuberger	3*		3		Exam

Mandatory Workshops

7442	Broadcasting News Part 1 Mr. Jeremy Ruden Mr. Chico Menashe Mr. Yonatan Regev	2*	2		Final Project
7443	Broadcasting News Part 2 Mr. Jeremy Ruden Mr. Chico Menashe Mr. Yonatan Regev	2**	2	Broadcasting News Part 1	Final Project
7034	Introduction to Radio Broadcasting Mr. Daniel Matiuk Mr. Amir Ascher Mr. Nadav Ravid Mr. Barak Haimovitch	3***	3		Final Project
7043	Television Studio Mr. Shuki Lerer Mr. Raphael Miller Ms. Noa Ilisar	3***	3		Final Project

- * First Semester Course
- ** Second Semester Course
- *** The Course will take place either
in the first or the second
semester

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.

Second Year

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

Mandatory Courses

7042	Media Ethics Ms. Yael Lavie	2*		2		Exam
7046	Qualitative Research Methods Dr. Oren Meyers	2*	2	4	Quantitative Research Methods	Exam
7048	Trends in Global Television Dr. Tal Azran	2*		2	Communications, Culture and Society	Exam
7453	Introduction to Social Network Analysis Dr. Tsahi Hayat	2*	2	4	Social Psychology	Exam
7324	Introduction to Journalism Mr. Aharon Heller Mr. Danny Zaken	2*		2	Introduction to Communications: Theories and Models	Final Project
7044	Visual Communication: Representation and Knowledge Dr. Eran Guter	2**	2	4	Introduction to Communications: Theories and Models	Exam

Elective Workshops

Choose one of the following workshops:

◇7263	Creativity in cinematography Mr. Dror Moreh	4*		4	Television Studio	Final Project
7395	Interactive Product Design Mr. Guy sever Mr. Ori Bar-Shavit Ms. Noaa Avital	2*		2	Introduction to New Media	Final Project
7419	Video Editing Mr. Dovev Shoshan Mr. Yossy Tessone	2*		2	Television Studio	Final Project

7481	Advertising Concepts Ms. Sivan Ben-Horin	2*	4	Communication, Culture and Society	Final Project
------	--	----	---	--	---------------

* First Semester Course

** Second Semester Course

◇ Students who register for this 4 credits workshop will only be required to take 3 more workshops (6 credits) during the course of their studies (10 credits total).

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.

Second Year / Specialization in Visual Content Studies

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory

7070	Interactive Media Platforms Dr. Oren Zukerman	2**	2	Introduction to New Media	Exam
7427	Children, Adolescents, and Media Dr. Keren Eyal	2**	2	Introduction to New Media	Exam

Elective Workshops

Choose two of the following workshops (4 credits):

7064	Advertising Management Ms. Shay Even	2**	2	Communication, Culture and Society	Final Project
7065	Public Relations and Spokesmanship Mr. Shay Even	2**	2	Communication, Culture and Society	Final Project
7090	Studio drama productions Mr. Raphael Miller	2**	2	Television Studio	Final Project
7206	Advanced Journalism Mr. Aron Heller	2**	2	Introduction to Journalism	Final Project
7282	Mobile Marketing and Media Mr. Levi Shapiro	2**	2	Introduction to Radio Broadcasting	Final Project
7355	Screenwriting Mr. Uri Bar-On	2**	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2**	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2**	2	Introduction to Radio Broadcasting	Final Project
7458	Social Media Marketing Mr. Etgar Shpivak	2**	2	Introduction to New Media	Final Project
7460	Covering Conflict Ms. Ilene Prusher	2**	2	Television Studio	Final Project
7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2**	2	Introduction to New Media	Final Project
7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2**	2	Introduction to New Media	Final Project
7480	Online Advertizing Trends Ms. Karen Stivanson	2**	2	Introduction to New Media	Final Project

◆ Mandatory Seminar

7430	Television Masterpieces as a Tool for Enhancing Creativity Dr. Eyal Doron	2**	2		Paper
------	---	-----	---	--	-------

★ Elective Courses from another Specialization

Choose one course:

7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2**	2	Introduction to Communications: Theories and Models	Exam
7483	Psychological Aspects of User Experience Dr. Jacob Greenspan	2**	2	Introduction to Communications: Theories and Models	Exam

* First Semester Course

** Second Semester Course

◆ Prerequisite courses for seminars:

- 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.

Second Year / Specialization in Marketing and Political Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2**	2	Introduction to New Media	Exam
7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2**	2	Introduction to Communications: Theories and Models	Exam

Elective Workshops

Choose two of the following workshops (4 credits):

7064	Advertising Management Ms. Shay Even	2**	2	Communication, Culture and Society	Final Project
7065	Public Relations and Spokesmanship Mr. Shay Even	2**	2	Communication, Culture and Society	Final Project
7090	Studio drama productions Mr. Raphael Miller	2**	2	Television Studio	Final Project
7206	Advanced Journalism Mr. Aron Heller	2**	2	Introduction to Journalism	Final Project
7282	Mobile Marketing and Media Mr. Levi Shapiro	2**	2	Introduction to Radio Broadcasting	Final Project
7355	Screenwriting Mr. Uri Bar-On	2**	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2**	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2**	2	Introduction to Radio Broadcasting	Final Project
7458	Social Media Marketing Mr. Etgar Shpivak	2**	2	Introduction to New Media	Final Project
7460	Covering Conflict Ms. Ilene Prusher	2**	2	Television Studio	Final Project
7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2**	2	Introduction to New Media	Final Project
7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2**	2	Introduction to New Media	Final Project

7480	Online Advertizing Trends Ms. Karen Stivanson	2**	2	Introduction to New Media	Final Project
------	---	-----	---	---------------------------	---------------

◆Mandatory Seminar

Choose one of the following seminars:

7290	Philosophy, Cinema and Persuasion Dr. Yair Raz	2**	2		Paper
7321	Youth revolt, Rock Music and the Sixties Dr. Ari Ktorza	2**	2		Paper
7474	Persuasion in Interpersonal Relationships Dr. Roi Estlein	2**	2		Paper

★Elective Courses from another Specialization

Choose one course:

7427	Children, Adolescents, and Media Dr. Keren Eyal	2**	2	Trends in Global Television	Exam
7483	Psychological Aspects of User Experience Dr. Jacob Greenspan	2**	2	Introduction to Communications: Theories and Models	Exam

* First Semester Course

** Second Semester Course

◆ Prerequisite courses for 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.

Second Year / Specialization in Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2**	2	Introduction to New Media	Exam
7483	Psychological Aspects of User Experience Dr. Jacob Greenshpan	2**	2	Introduction to Communications: Theories and Models	Exam

Elective Workshops

Choose two of the following workshops (4 credits):

7064	Advertising Management Ms. Shay Even	2**	2	Communication, Culture and Society	Final Project
7065	Public Relations and Spokesmanship Mr. Shay Even	2**	2	Communication, Culture and Society	Final Project
7090	Studio drama productions Mr. Raphael Miller	2**	2	Television Studio	Final Project
7206	Advanced Journalism Mr. Aron Heller	2**	2	Introduction to Journalism	Final Project
7282	Mobile Marketing and Media Mr. Levi Shapiro	2**	2	Introduction to Radio Broadcasting	Final Project
7355	Screenwriting Mr. Uri Bar-On	2**	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2**	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2**	2	Introduction to Radio Broadcasting	Final Project
7458	Social Media Marketing Mr. Etgar Shpivak	2**	2	Introduction to New Media	Final Project
7460	Covering Conflict Ms. Ilene Prusher	2**	2	Television Studio	Final Project
7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2**	2	Introduction to New Media	Final Project
7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2**	2	Introduction to New Media	Final Project

7480	Online Advertizing Trends Ms. Karen Stivanson	2**	2	Introduction to New Media	Final Project
------	---	-----	---	---------------------------	---------------

◆Mandatory Seminar

Choose one of the following seminars:

7265	Research Seminar: Interactive Media Dr. Guy Hoffman	2**	2	Introduction to Communications: Theories and Models	Paper
7463	Advanced Human Computer Interaction in Virtual Environments Dr. Doron Fridman & Mr. Jonathan Giron	2**	2	Introduction to Communications: Theories and Models	Paper

★Elective Courses from another Specialization

Choose one course:

7427	Children, Adolescents, and Media Dr. Keren Eyal	2**	2	Trends in Global Television	Exam
7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2**	2	Introduction to Communications: Theories and Models	Exam

* First Semester Course

** Second Semester Course

◆ The Prerequisites courses for 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

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory Courses

7408	Sport and the Media Dr. Yair Galily	2*	2	Introduction to Communications: Theories and Models	Exam
7110	Language, Culture And Society Dr. Orly Idan	2**	2	Communications, Culture and Society	Exam

Year-Long Workshops

Choose one of the following workshops:

7251	Radio Time Ms. Sharon Kantor Ms. Rona Zehavi	4	5	Introduction to Radio	Final Project
7425	Milab Studio -Mobile and web application Ms. Noa Morag Mr. Guy Sever Mr. Dovev Goldstein Mr. Ido Orlovski	4	5	Introduction to New Media	Final Project
7438	"Making the Change" - Producing an Investigative Television Magazine Mr. Uri Bar-On Ms. Jasmine Kainy	4	5	Television Studio	Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5	Producing news content	Final Project
7498	Digital Video Content Mr. Yaniv Shmeltzer	4	5	Television Studio	Final Project

Third Year / Specialization in Visual Content Studies

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory Courses

7205	Film Theory Dr. Rachel Quastel	2*	2	Trends in Global Television	Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2*	2	Trends in Global Television	Exam
7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2**	2	Trends in Global Television	Exam

Elective Workshops

Choose four credits of the following workshops (2 credits each semester):

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

7266	International Media and Public Diplomacy Ms. Tal Laor	2*	2	Television Studio	Final Project
7404	Mobile Marketing Mr. Etgar Shpivak	2*	2	Communications, Culture and Society	Final Project
7469	Creating with Technology-HTML Mr. Omer Pomerantz	2*	2	Introduction to New Media	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2*	2	Communications, Culture and Society	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2*	2	Television Studio	Final Project
7127	Lobbying And Government Activity Mr. Shay Even	2**	2	Communications, Culture and Society	Final Project
7360	Online Video Content Writing Mr. Eyal Rob	2**	2	Television Studio	Final Project
7388	Online Journalism Ms. Anouk Lorie	2**	2	Introduction to Journalism	Final Project
7403	Share It Mr. Sharon Karp	2**	2	Television Studio	Final Project

7435	Communicating and Writing For Social Change Ms. Natali Morad	2**	2	Producing news content	Final Project
------	--	-----	---	------------------------	---------------

◆Semestrial Seminar (from another Specialization)

Choose one of the following seminars:

7357	Reality as propaganda Dr. Eyal Doron	2*	2		Paper
7207	Networked TV: Trends in Consumer Behavior and Media Consumption Dr. Gali Einav	2*	2		Paper
7501	From Gift Economy to the Sharing Economy: Cultural and Social Implications of Online Participation Dr. Ofer Nur	2*	2		Paper
7455	Honors Seminar: Fighting Over the Message: Media and Conflicts in The Digital Age Dr. Moran Yarchi	2**	2	Minimum GPA required: 85 + CV	Paper

◆Mandatory Yearly Seminar

Completion of a second year seminar is a prerequisite for the yearly seminar.

Choose one of the following seminars:

7409	Evolution and revolution of the media Dr. Yair Galily	4***	4		Paper
7462	Media and Teen Health, Body Image, and Sexuality Dr. Keren Eyal	4***	4		Paper

★Elective Courses from another Specialization

Choose 2 courses:

7268	Media and Technology Dr. Guy Hoffman	2*	2	Introduction to New Media	Exam
7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2*	2	Communication, Culture and Society	Exam
7484	Transitioning Media: Marketing and Branding in a Digital World Dr. Gali Einav	2*		Introduction to New Media	Paper
7491	Interaction Design: Cultural Aspects Ms. Dana Gordon Levron	2*	2	Introduction to New Media	Exam

7432	Topics in Network Culture Dr. Doron Fridman	2**	2	Introduction to New Media	Exam
7493	Social Interaction and Persuasion Online and Offline Dr. Roi Estlein	2**	2	Introduction to New Media	Exam

* First Semester Course

** Second Semester Course

*** The course will be given in both semesters

◆ Prerequisites courses for seminars are as follow:

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

3rd year students are required to study 10 credits from the general elective courses:

- **4** credits from the General Studies Unit
- **6** credits of Interdisciplinary Courses.

Third Year / Specialization in Marketing and Political Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory courses

7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2*	2	Communication, Culture and Society	Exam
7484	Transitioning Media: Marketing and Branding in a Digital World Dr. Gali Einav	2*	2	Introduction to New Media	Paper
7493	Social Interaction and Persuasion Online and Offline Dr. Roi Estlein	2**	2	Introduction to New Media	Exam

Elective Workshops

Choose four credits of the following workshops (2 credits each semester):

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

7266	International Media and Public Diplomacy Ms. Tal Laor	2*	2	Television Studio	Final Project
7404	Mobile Marketing Mr. Etgar Shpivak	2*	2	Communications, Culture and Society	Final Project
7469	Creating with Technology-HTML Mr. Omer Pomerantz	2*	2	Introduction to New Media	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2*	2	Communications, Culture and Society	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2*	2	Television Studio	Final Project
7127	Lobbying And Government Activity Mr. Shay Even	2**	2	Communications, Culture and Society	Final Project
7360	Online Video Content Writing Mr. Eyal Rob	2**	2	Television Studio	Final Project
7388	Online Journalism Ms. Anouk Lorie	2**	2	Introduction to Journalism	Final Project
7403	Share It Mr. Sharon Karp	2**	2	Television Studio	Final Project

7435	Communicating and Writing For Social Change Ms. Natali Morad	2**	2	Producing news content	Final Project
------	--	-----	---	------------------------	---------------

◆Semestrial Seminar (from another Specialization)

Choose one of the following seminars :

7207	Networked TV: Trends in Consumer Behavior and Media Consumption Dr. Gali Einav	2*	2		Paper
7214	The Documentary Film and Reality Dr. Rachel Quastel	2*	2		Paper
7320	Jews, Hollywood and the American Dream Dr. Ari Ktorza	2*	2		Paper
7501	From Gift Economy to the Sharing Economy: Cultural and Social Implications of Online Participation Dr. Ofer Nur	2*	2		Paper
7455	Honors Seminar: Fighting Over the Message: Media and Conflicts in The Digital Age Dr. Moran Yarchi	2**	2	Minimum GPA required: 85 + CV	Paper

◆Mandatory Yearly Seminar

Completion of a second year seminar is a prerequisite for the yearly seminar.

Choose one of the following seminars:

7212	The History of Propaganda Dr. Avital Pilpel	4***	4		Paper
7405	Public Diplomacy In The Digital Age Dr. Moran Yarchi	4***	4		Paper
7471	City and Nation Branding: creating a real online campaign to Tel-Aviv (in cooperation with Tel-Aviv city municipality) Dr. Tal Azran	4***	4		Paper

★Elective Courses from Another Specialization

Choose 2 courses:

7205	Film Theory Dr. Rachel Quastel	2*	2	Trends in Global Television	Exam
7268	Media and Technology Dr. Guy Hoffman	2*	2	Introduction to New Media	Exam

7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2*	2	Trends in Global Television	Exam
7491	Interaction Design: Cultural Aspects Dr. Dana Gordon Levron	2*	2	Introduction to New Media	Exam
7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2**	2	Trends in Global Television	Exam
7432	Topics in Network Culture Dr. Doron Fridman	2**	2	Introduction to New Media	Exam

* First Semester Course

** Second Semester Course

*** The course will be taken in both semesters

◆ The Prerequisites courses for seminars are as follow:

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

3rd year students are required to study 10 credits from the general elective courses:

- **4** credits from the General Studies Unit
- **6** credits of Interdisciplinary Courses.

Third Year / Specialization in Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------------	---------------	-------------------------

Mandatory courses

7268	Media and Technology Dr. Guy Hoffman	2*	2	Introduction to New Media	Exam
7491	Interaction Design: Cultural Aspects Dr. Dana Gordon Levron	2*	2	Introduction to New Media	Exam
7432	Topics in Network Culture Dr. Doron Fridman	2**	2	Introduction to New Media	Home Exam

Elective Workshops

Choose four credits of the following workshops (2 credits each semester):

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

7266	International Media and Public Diplomacy Ms. Tal Laor	2*	2	Television Studio	Final Project
7404	Mobile Marketing Mr. Etgar Shpivak	2*	2	Communications, Culture and Society	Final Project
7469	Creating with Technology-HTML Mr. Omer Pomerantz	2*	2	Introduction to New Media	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2*	2	Communications, Culture and Society	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2*	2	Television Studio	Final Project
7127	Lobbying And Government Activity Mr. Shay Even	2**	2	Communications, Culture and Society	Final Project
7360	Online Video Content Writing Mr. Eyal Rob	2**	2	Television Studio	Final Project
7388	Online Journalism Ms. Anouk Lorie	2**	2	Introduction to Journalism	Final Project
7403	Share It Mr. Sharon Karp	2**	2	Television Studio	Final Project
7435	Communicating and Writing For Social Change Ms. Natali Morad	2**	2	Producing news content	Final Project

◆ Semestrial Seminar (from another Specialization)

Choose one of the following seminars:

7214	The Documentary Film and Reality Dr. Rachel Quastel	2*	2		Paper
7320	Jews, Hollywood and the American Dream Dr. Ari Ktorza	2*	2		Paper
7357	Reality as Propaganda Dr. Eyal Doron	2*	2		Paper
7455	Honors Seminar: Fighting Over the Message: Media and Conflicts in The Digital Age Dr. Moran Yarchi	2**	2	Minimum GPA required: 85 + CV	Paper

◆ Mandatory Yearly Seminar

Completion of a second year seminar is a prerequisite for the yearly seminar.

Choose one of the following seminars:

7405	Public Diplomacy In The Digital Age Dr. Moran Yarchi	4***	4		Paper
7452	Advanced Topics in Social Network Analysis Dr. Tsahi Hayat	4***	4		Paper

★ Elective Courses from another specialization

Choose 2 courses:

7205	Film Theory Dr. Rachel Quastel	2*	2	Trends in Global Television	Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2*	2	Trends in Global Television	Exam
7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2*	2	Communications, Culture and Society	Exam
7484	Transitioning Media: Marketing and Branding in a Digital World Dr. Gali Einav	2*	2	Introduction to New Media	Paper
7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2**	2	Trends in Global Television	Exam

7493	Social Interaction and Persuasion Online and Offline Dr. Roi Estlein	2**	2	Introduction to New Media	Exam
------	--	-----	---	---------------------------	------

* First Semester Course

** Second Semester Course

*** The course will be taken in both semesters

◆ The Prerequisites courses for seminars are as follow:

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

3rd year students are required to study 10 credits from the general elective courses:

- **4** credits from the General Studies Unit
- **6** credits of Interdisciplinary Courses.

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).