

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, 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 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 - 75 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

Specialization Structure

39 credits

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

General Elective Courses²

A total of 8 credits of general courses is required – either from the General Studies unit or courses offered by other IDC Schools.

For students starting their studies in the 2015/16 academic year, 2 general courses (4 credits) are already incorporated in the study program, as mandatory elective courses, thus, it is only required to choose 4 additional credits.

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 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 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

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 Government³

- The cluster includes **12 credits** which will be taken during the second and third years.
- 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 126 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Government will complete their BA with a total of 130 credits.

Third Year Mandatory Course

Fall Semester Course

520	Russia: Politics And Foreign Policy Dr. Adamsky Dmitry (Dima)	2	2	Exam
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Elective Courses

It is required to choose one Government elective course during the 3rd year of studies (a total of 3-4 credits).

³ The Government Cluster is only available for 3rd year students who have started it in the 2014/15 academic year.

Supplementary Cluster in Business Administration

- **The cluster includes 11 credits** which will be taken during the 3rd year.
- 8 of the 11 credits replace the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses).
- The remaining 3 credits will be added to the 126 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 129 credits.

Mandatory Courses

Fall Semester Courses

43	Principles Of Marketing Management Dr. Tamir Gedo	4	4	Exam
40	Organizational Behavior Dr. Galit Dayan	4	4	Exam
138	Integrated Marketing Communications Dr. Serr Michal	3	3	Exam

Supplementary Cluster in Entrepreneurship

- The cluster includes 11 credits which will be taken during the third year.
- 8 of the 11 credits replace the general elective courses (courses from the General Studies Unit and Interdisciplinary Elective Courses).
- The remaining 3 credits will be added to the 126 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Entrepreneurship will complete their BA with a total of 129 credits.
- Acceptance to the cluster is conditional upon a total GPA of 85 or above and a personal interview.

Mandatory Courses

Fall Semester Courses

2280	Psychology of Creativity, Innovation Entrepreneurship Dr. Yossi Maaravi	3	3	Exam
2281	Strategy and Marketing for Entrepreneurs Dr. Yuval Davidor	3	3	Exam

Spring Semester Courses

2282	Economic and Legal Aspects for Entrepreneurs Dr. Dan Marom	2	2	Exam
2284	Final Project: Venture Creation or Intrapreneurship Project Dr. Yossi Maaravi	3	3	Project

Supplementary cluster in Public Diplomacy

- The cluster 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 126 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Public Diplomacy will complete their BA with a total of 131 credits.
- Registration to the cluster is conditional upon a total **GPA of 80 or above**.
- Opening the cluster is subject to a minimum of students.

Mandatory Courses

Fall Semester Courses

4689	Political Dilemmas: the Israeli-Palestinian Conflict Dr. Ronen Hoffman	2	2	Exam
4690	Security Dilemmas (Counter-Terrorism) Ms. Miriam Eisin	2	2	Exam
7544	Public Diplomacy Dr. Moran Yarchi	2	2	Exam
7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2	2	Exam
7550	Practicum Mr. Yarden Ben Yosef	4	5	Practicum
7564	Digital Public Diplomacy Mr. Yoram Morad	1	-	Practicum

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. Karin Zohar Cohen	2	2	4		Exam
7197	Introduction to New Media Dr. Oren Zuckerman	2	1 Elective	2		Exam
7023	Communication English Advanced B Ms. Karen Neuberger	3		0		Exam
Spring Semester Courses						
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
7447	Marketing To A Digital World; The New Rules Of The Game Mr. Hanoch Rabinovitz Dr. Amit Lavie Dinur	2		2		Exam
7024	Communication English Advanced A# Dr. Glenda Sacks Ms. Karen Neuberger	3		2	Communication English Advanced B	Exam

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4692	Globalization in the 21st Century⁴ Dr. Shavit Matias	2	2	Exam
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Mandatory Workshops

Fall Semester Workshops

7507	Digital Storytelling Mr. Roy Katz Mr. Matan Drori Mr. Sharon Karp Ms. Dalit Leder	2	2	Final Project
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Spring Semester Workshops

7508	Broadcasting News Mr. Or Heller 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. Noa Argov Mr. Barak Haimovitch Mr. Daniel Matiuk Ms. Sharon Kantor	3	3	Final Project
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7043	Television Studio 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

A total of 8 credits of general courses is required – either from the General Studies unit or courses offered by other IDC Schools.

For students starting their studies in the 2015/16 academic year, 2 general courses (4 credits) are already incorporated in the study program, as mandatory elective courses, thus, it is only required to choose 4 additional credits.

⁴ This course is mandatory to the first year Communications students and is counted as a general elective course. Students who choose to study a Supplementary Cluster are exempt from this course.

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	Introduction to Communications: Theories and Models	Exam
7046	Qualitative Research Methods Mr. Assaf Lev	2	2	4	Quantitative Research Methods	Exam
7042	Media Ethics Ms. Yael Lavie	2		2	Communications, Culture and Society	Exam
7453	Introduction to Social Network Analysis Dr. Tsahi Hayat	2	2	4	Social Psychology	Exam
7551	Fundamentals of Humanistic Thought Dr. Eran Guter	2	2	4	Introduction to Communications: Theories and Models	Exam
7048	Trends In Global Television Dr. Tal Azran	2		2	Introduction to Communications: Theories and Models	Exam
7324	Introduction to Journalism Mr. Aron Heller Mr. Danny Zaken	2		2	Introduction to Communications: Theories and Models	Final Project

Spring Semester Course

7044	Visual Communication: Representation And knowledge Dr. Eran Guter	2	2	4	Fundamentals of Humanistic Thought	Exam
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General Elective Courses

Communication students are required to take **8 credits of general elective** courses during the course of their 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
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Mandatory courses

Spring Semester Courses

7070	Interactive Media Platforms Dr. Oren Zukerman	2	2	Introduction to New Media	Exam
7427	Children, Adolescents, and Media Dr. Shiri Reznik	2	2	Introduction to New Media	Exam

Mandatory Workshop

Fall Semester Workshop

7263	Creativity in cinematography Mr. Rami Agami	4	4	Television Studio	Final Project
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Elective Workshops

Choose two of the following workshops (4 credits):

Fall Semester Workshop

7419	Video Editing Mr. Dovev Shoshan	2	2	Communication, Culture and Society	Final Project
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Spring Semester Workshops

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
7093	Photoshop Mr. Irmir Arieli	2	2	Introduction to Journalism	Final Project
7342	Design Thinking Mr. Michael Melnick	2	2	Introduction to Radio Broadcasting	Final Project
7363	Digital Advertising Trends Mr. Yuri Gankin	2	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2	2	Television Studio	Final Project
7469	Creating with Technology-HTML Mr. Omer Pomerantz	2	2	Television Studio	Final Project

7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2	2	Television Studio	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	4	2	Television Studio	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2	2	Television Studio	Final Project
7480	Online Advertising Trends Ms. Karen Stevenson	2	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2	2	Introduction to Radio Broadcasting	Final Project

Mandatory Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7546	The Impact of Visual Content in Propaganda and Psychological Warfare Dr. Ronen Hofman	2	2		Paper
7522	Evolution and Revolution of the Media Dr. Yair Galily	2	2		Paper

Elective Courses from another Specialization**

Choose one course:

Spring Semester Courses

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

- * Prerequisite courses for all 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 of 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 Elective Courses

Communication students are required to take **8 credits of general elective** courses during the course of their 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
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Mandatory Courses

Spring Semester 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

Mandatory Workshops

Fall Semester Workshop

7444	Strategy Driven Advertising Mr. Yuri Gankin	2		Television Studio	Final Project
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Spring Semester Workshop

7481	Advertising Concepts Ms. Sivan Ben-Horin	2		Strategy Driven Advertising	Final Project
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Elective Workshops

Choose one of the following workshops (2 credits):

Fall Semester Workshop

7419	Video Editing Mr. Dovev Shoshan	2	2	Communication, Culture and Society	Final Project
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Spring Semester Workshops

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
7093	Photoshop Mr. Irmi Arieli	2	2	Introduction to Journalism	Final Project
7342	Design Thinking Mr. Michael Melnick	2	2	Introduction to Radio Broadcasting	Final Project
7363	Digital Advertising Trends Mr. Yuri Gankin	2	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2	2	Television Studio	Final Project

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7469	Creating with Technology- HTML Mr. Omer Pomerantz	2	2	Television Studio	Final Project
7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2	2	Television Studio	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	4	2	Television Studio	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2	2	Television Studio	Final Project
7480	Online Advertising Trends Ms. Karen Stevenson	2	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2	2	Introduction to Radio Broadcasting	Final Project

Mandatory Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7316	The Role of the Media in Political Conflicts Prof. Gadi Wolfsfeld	2	2		Paper
7321	Youth revolt, Rock Music and the Sixties Dr. Ari Ktorza	2	2		Paper
7548	Power, Control, and Persuasion in Interpersonal Relationships Dr. Roi Estlein	2	2		Paper

Elective Courses from another Specialization**

Choose one course:

Spring Semester Courses

7427	Children, Adolescents, and Media Dr. Shiri Reznik	2	2	Trends in Global Television	Exam
7483	Psychological Aspects of User Experience Dr. Jacob Greenshpan	2	2	Introduction to Communications: Theories and Models	Exam

- * Prerequisite 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 Elective Courses

Communication students are required to take **8 credits of general elective** courses during the course of their 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
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Mandatory Courses

Spring Semester 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

Mandatory Workshop

Fall Semester Workshop

7395	Interactive Product Design Mr. Guy Sever Mr. Ori Bar-Shavit Ms. Noaa Cohn Ms. Einat Biran	2	2	Television Studio	Final Project
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Elective Workshops

Choose two of the following workshops (4 credits):

Fall Semester Workshop

7419	Video Editing Mr. Dovev Shoshan	2	2	Communication, Culture and Society	Final Project
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Spring Semester Workshops

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
7093	Photoshop Mr. Irmir Arieli	2	2	Introduction to Journalism	Final Project
7342	Design Thinking Mr. Michael Melnick	2	2	Introduction to Radio Broadcasting	Final Project
7363	Digital Advertising Trends Mr. Yuri Gankin	2	2	Television Studio	Final Project
7420	Documentary Reporting Ms. Yifat Kedar	2	2	Television Studio	Final Project

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7469	Creating with Technology-HTML Mr. Omer Pomerantz	2	2	Television Studio	Final Project
7472	Tools for miLAB Studio- UI Mr. Orad Weisberg	2	2	Television Studio	Final Project
7494	Visual Communication Design Ms. Avital Tseitlin	4	2	Television Studio	Final Project
7479	Online Performance Based Marketing Mr. Yuval Aloni	2	2	Television Studio	Final Project
7480	Online Advertising Trends Ms. Karen Stevenson	2	2	Television Studio	Final Project
7500	Audio Buzz Mr. Jonathan Gal	2	2	Introduction to Radio Broadcasting	Final Project

Mandatory Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7547	Research in Augmented Reality Dr. Doron Fridman	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
7533	Persuasive Technology: Theory and Applications Dr. Beatrice Hasler	2	2	Introduction to Communications: Theories and Models	Paper

Elective Courses from another Specialization**

Choose one course:

Spring Semester Courses

7427	Children, Adolescents, and Media Dr. Shiri Reznik	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

- * 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 Elective Courses

Communication students are required to take **8 credits of general elective** courses during the course of their 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
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Mandatory Courses

Fall Semester Course

7408	Sport and the Media Dr. Yair Galily	2	2	Introduction to Communications: Theories and Models	Exam
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Spring Semester Courses

7110	Language, Culture And Society Dr. Orly Idan	2	2	Communications, Culture and Society	Exam
7281	Music as a Means of Communications⁵ Dr. Ori Leshman	2*	2		Exam

Yearlong Projects

Choose one of the following workshops:

7251	Radio Time – This IsReal Ms. Maya Lahat-Kerman Ms. Rona Zehavi	4	5	Introduction to Radio	Final Project
7425	Milab Studio -Mobile and web application Ms. Noa Morag Mr. Guy Sever Mr. Itai Preis Mr. Eran Ilani	4	5	Introduction to New Media	Final Project
7438	"Making the Change" – Producing an Investigative Television Magazine Ms. Jasmine Kainy Mr. Sharon karp	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
7531	miLAB Growth Marketing studio Mr. Yuval Aloni	4	5	Introduction to New Media	Final Project

⁵ 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	Trends in Global Television	Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2	2	Trends in Global Television	Exam

Spring Semester Courses

7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2	2	Trends in Global Television	Exam
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Elective Workshops⁶

Choose a total of two workshops (2 credits each semester):

Fall Semester Workshops

7355	Screenwriting Mr. Uri Bar-On	2	2	Television Studio	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2	2	Television Studio	Final Project
7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Introduction to New Media	Final Project
7456	Directing Commercials for TV & Web Mr. Lior Chefetz	2	2	Television Studio	Final Project
7458	Social Media Marketing Ms. Timor Bar-On	2	2	Television Studio	Final Project
7460	Covering Conflict Ms. Orly Halpern	2	2	Communications, Culture and Society	Final Project

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

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7486	Video Prototyping of User Experience Mr. David Oppenheim	2	2	Television Studio	Final Project
7541	New Media Entrepreneurship and Mobile Marketing Mr. Levi Shapiro	2	2	Introduction to New Media	Final Project

Spring Semester Workshops

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	Communications, Culture and Society	Final Project
7388	Online Journalism Ms. Einat Paz-Frankel	2	2	Communications, Culture and Society	Final Project
7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to New Media	Final Project
7435	Communicating and Writing For Social Change Ms. Natali Morad	2	2	Communications, Culture and Society	Final Project
7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2	2	Introduction to New Media	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Introduction to New Media	Final Project

Semestrial Seminar (from another Specialization)*

Choose one of the following seminars:

Fall Semester Seminars

7207	Networked TV: Trends in Consumer Behavior and Media Consumption Dr. Gali Einav	2	2		Paper
7545	Perception Management in Coping with Conflicts and Crisis Dr. Ronen Hoffman	2	2		Paper
7561	Health Communication in the Digital Era Dr. Eimi Lev	2	2		Paper

Mandatory Yearlong Seminar*

7462	Media and Teen Health, Body Image, and Sexuality Dr. Shiri Reznik	4	4		Paper
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Elective Courses from another Specialization**

Choose 2 courses:

Fall Semester 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	2	Introduction to New Media	Paper
7491	Interaction Design: Cultural Aspects Ms. Dana Gordon Levron	2	2	Introduction to New Media	Exam

Spring Semester Courses

7432	Topics in Network Culture Dr. Doron Fridman	2	2	Introduction to New Media	Exam
7549	Interpersonal Influence Off and Online Dr. Roi Estlein	2	2	Introduction to New Media	Exam

- * 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	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

Spring Semester Course

7549	Social Interaction and Persuasion Online and Offline Dr. Roi Estlein	2	2	Introduction to New Media	Exam
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Elective Workshops⁷

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

Fall Semester Workshops

7355	Screenwriting Mr. Uri Bar-On	2	2	Television Studio	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2	2	Television Studio	Final Project
7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Introduction to New Media	Final Project
7456	Directing Commercials for TV & Web Mr. Lior Chefetz	2	2	Television Studio	Final Project
7458	Social Media Marketing Ms. Timor Bar-On	2	2	Television Studio	Final Project
7460	Covering Conflict Ms. Orly Halpern	2	2	Communications, Culture and Society	Final Project
7486	Video Prototyping of User Experience Mr. David Oppenheim	2	2	Television Studio	Final Project

⁷ Students are required to complete a total of 10 credits of workshops during the course of their studies

2015/16

7541	New Media Entrepreneurship and Mobile Marketing Mr. Levi Shapiro	2	2	Introduction to New Media	Final Project
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Spring Semester Workshops

7127	Lobbying And Government Activity Mr. Shay Even	2	2	Communications, Culture and Society	Final Project
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7360	Online Video Content Writing Mr. Eyal Rob	2	2	Communications, Culture and Society	Final Project
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7388	Online Journalism Ms. Einat Paz-Frankel	2	2	Communications, Culture and Society	Final Project
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7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to New Media	Final Project
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7435	Communicating and Writing For Social Change Ms. Natali Morad	2	2	Communications, Culture and Society	Final Project
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7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2	2	Introduction to New Media	Final Project
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7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Introduction to New Media	Final Project
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Semestrial Seminar (from another Specialization)*

Choose one of the following seminars :

Fall Semester Seminars

7207	Networked TV: Trends in Consumer Behavior and Media Consumption Dr. Gali Einav	2	2		Paper
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7214	The Documentary Film and Reality Dr. Rachel Quastel	2	2		Paper
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7521	Social Processes in Dynamic Media Reality Dr. Yair Galily	2	2		Paper
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7561	Health Communication in the Digital Era Dr. Eimi Lev	2	2		Paper
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Mandatory Yearlong Seminar*

Choose one of the following seminars:

7212	The History of Propaganda Dr. Avital Pilpel	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
7542	Representation of Terrorism in the Cinema - Tendencies and Changes Dr. Moran Yarchi	4	4		Paper

Elective Courses from Another Specialization **

Choose 2 courses:

Fall Semester 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

Spring Semester Courses

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

* 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

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

Spring Semester Courses

7432	Topics in Network Culture Dr. Doron Fridman	2	2	Introduction to New Media	Home Exam
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Elective Workshops⁸

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

Fall Semester Workshops

7355	Screenwriting Mr. Uri Bar-On	2	2	Television Studio	Final Project
7385	Production and Distribution in YouTube Mr. Lior Chefetz	2	2	Television Studio	Final Project
7448	Political Campaigns in the Digital Age Mr. Nimrod Fridberg	2	2	Introduction to New Media	Final Project
7456	Directing Commercials for TV & Web Mr. Lior Chefetz	2	2	Television Studio	Final Project
7458	Social Media Marketing Ms. Timor Bar-On	2	2	Television Studio	Final Project
7460	Covering Conflict Ms. Orly Halpern	2	2	Communications, Culture and Society	Final Project
7486	Video Prototyping of User Experience Mr. David Oppenheim	2	2	Television Studio	Final Project
7541	New Media Entrepreneurship and Mobile Marketing Mr. Levi Shapiro	2	2	Introduction to New Media	Final Project

⁸ Students are required to complete a total of 10 credits of workshops during the course of their studies

Spring Semester Workshops

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	Communications, Culture and Society	Final Project
7388	Online Journalism Ms. Einat Paz-Frankel	2	2	Communications, Culture and Society	Final Project
7404	Mobile Marketing Mr. Nir Baron	2	2	Introduction to New Media	Final Project
7435	Communicating and Writing For Social Change Ms. Natali Morad	2	2	Communications, Culture and Society	Final Project
7473	New Media Entrepreneurship and Product Management Mr. Itai Preis	2	2	Introduction to New Media	Final Project
7476	The Next Digital Revolution: 3D Fabrication Mr. Ohad Meyuhas	2	2	Introduction to New Media	Final Project

Semestrial Seminar (from another Specialization)***Choose one of the following seminars:****Fall Semester Seminars**

7214	The Documentary Film and Reality Dr. Rachel Quastel	2	2		Paper
7521	Social Processes in Dynamic Media Reality Dr. Yair Galily	2	2		Paper
7545	Perception Management in Coping with Conflicts and Crisis Dr. Ronen Hoffman	2	2		Paper

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

7452	Advanced Topics in Social Network Analysis Dr. Tsahi Hayat	4	4		Paper
7542	Representation of Terrorism in the Cinema - Tendencies and Changes Dr. Moran Yarchi	4	4		Paper

Elective Courses from another specialization**

Choose 2 courses:

Fall Semester 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

Spring Semester Courses

7158	The Family on Television: Identity, Gender, and the Other Dr. Tal Azran	2	2	Trends in Global Television	Exam
7549	Interpersonal Influence Off and Online Dr. Roi Estlein	2	2	Introduction to New Media	Exam

- * 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).