

Sammy Ofer School of Communications

BA in Communications

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A great deal of effort has been expended in preparing this handbook, in order to ensure that its content is complete and accurate. However, changes and alterations to the information are possible. The Reichman University 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 Reichman University Herzliya website, and will apply to all Reichman University Herzliya students, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

The curriculum of the Sammy Ofer School of Communications is composed of mandatory courses and three specializations, a total of 120 credits for the degree.

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



Program Structure

Mandatory Courses - 77 credits

Infrastructure Studies	8 credits
The Fundamentals of Communications	22 credits
Mandatory Theoretical Courses	20 credits
Basic Specialization Studies	13 credits
Basic Workshops	12 credits
English Studies	2 credits

Total - 120 credits

Specialization Structure

41 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*	10 credits

* Students who choose to study a supplementary cluster are exempt from this category.

Specializations at the Sammy Ofer School of Communications

Marketing Communications

Head of the Specialization: Dr. Tsahi Hayat

The Marketing Communications specialization offers a unique combination of academic and practical experience guided by leading marketplace professionals. The program educates and trains students in strategic, innovative and creative thinking in fields such as advertising, marketing, social media, public relations and communication advisement across all media and digital platforms.

Alongside theoretical courses and seminars, students take part in practical workshops such as Marketing Strategy, Digital Advertising & Marketing, Innovation in Advertising, Social Media Marketing, Branded Content & Marketing, E-Commerce and Visual Communication Design & Photoshop, and more, providing students with the necessary tools to integrate in the marketplace. During their third year, students participate in the "Marketing Lab" where they develop innovative campaigns for real clients: for both profit and non-profit organizations.

Students will graduate with a portfolio providing them with a competitive advantage in the industry

Digital Influence & Perceptions

Head of the Specialization: prof. Yarchi Moran

The Digital Influence & Perceptions specialization combines between receiving academic knowledge and acquiring practical skills which focuses on content creation strategies and effective message delivery in various arenas. Students gain a deep understanding and a practical toolbox, in an evolving field, in a reality where efforts of influence and perceptions occur frequently around us and touch upon all areas of our lives.

Understanding the challenges and opportunities of the online realm, strategic communication, target audiences, information from the worlds of branding, creating and managing online communities, online activism and more, with an emphasis on visual content creation - the most powerful tool of creating influence today: beginning with research and identifying target audiences, through creating and delivering effective content on different platforms, to the understanding and measuring their impact.

On their third year, students apply the tools they have acquired in their courses and workshops in the Influence Lab, and experience their influence on real time, while working on projects in the public, social or political realms. Upon graduation, students prepare a portfolio of their professional work, which paves their way for integrating into key positions in prominent companies and organizations in the Israeli and international market

Interactive Communications

Head of the Specialization: Dr. Noa Morag

The interactive specialization leads the study of user experience design (UX) and Product marketing and management in Israel including aspects of entrepreneurship ,psychology, and technology studies. Students experience practical development of innovative digital products such as applications, web interfaces and virtual reality (VR). The Interactive specialization prepares its graduates for creative and strategic product positions in the media, startups and High-tech

companies. Students will experience hands-on workshops such as UX design, UX writing, product management, GUI for UX, online product performance, as well as theoretical courses and research seminars such as user experience ethics ,psychology aspects of using technologies, virtual reality research, social networks and more.

Optional Supplementary Clusters

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



Supplementary Cluster in Business Administration (20 credits)

Students at the School of Communication are offered a supplementary cluster of 20 credits, in their third year.

Prerequisites: students must pass the first year Research Methods and Statistics courses (a total of 4 credits each)

These courses are part of the cluster and are counted as part of the 20 credits.

Students studying in the supplementary cluster are exempt from general studies (8 credits) and will finish their degree with a total of 124 credits.

Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Year -long

2362	Organizational Management	4		4	
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Fall Semester

43	Principles Of Marketing Management	4		4	
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Spring Semester

2318	Integrated Marketing Communications	4		4	
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B.A in Communications
Program of Studies

First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
Fall Semester Courses					
4048	Preparatory Course: Practicing Academic Writing	2		2	
7017	Introduction to Communications: Theories and Models	2	3	4	
2649	Communications, Culture and Society	2		2	
7894	Exploring Digital Media: From Interactivity to AI	2	2	4	
7023	Communication English Advanced B	3		0	
7019	Statistics	2	2	4	
Spring Semester Courses					
7305	Introduction to Political Communication	2	2	4	
7045	History of Communication	2		2	
7020	Social Psychology	2	2	4	
7026	Quantitative Research Methods	2	2	4	Statistics
7024	Communication English Advanced A	3		2	Communication English Advanced B

Mandatory Workshops

Fall Semester Workshops

7507	Digital Storytelling	3	3
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Fall/Spring Semester Workshops

7769#	Creating and Writing Content for the Media, and Social Networks	2	2
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7770#	Television Studio: Content Production and Creation in a Multi-Platform Era	2	2
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2478	The Art of the Pitch and Delivering the Message	2	2
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The Course will be taken either in the first or the second semester

Second Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
Mandatory Courses					
Fall Semester Courses					
7018	Communication Institutions	2	2	4	
7046	Qualitative Research Methods	2	2	4	
7042	Media Ethics	2		2	
27064	Introduction to communication in the social networks and AI era	2	2	4	
7110	Language, Culture And Society	2		2	
7782	AI: Promises and Challenges	2		2	
7769	Mandatory workshop: Creating and Writing Content for the Media, and Social Networks	2		2	
Spring Semester Course					
7551	Fundamentals of Humanistic Thought	2	2	4	
7580	Culture & Identity in a Visual Media Environment	2		2	
7509	Health Communication: PR Strategies of Pharmaceutical Companies	2		2	

Second Year / Specialization in Digital Influence & Perceptions

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
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Mandatory courses

Fall Semester Courses

7710	Influence & Perceptions	2	2	
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Spring Semester Courses

5129	Future of Content Creation: Generative AI as Co-Pilot	2	2	
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Mandatory course from another Specialization:

7308	Principles of Persuasion and Argumentation	2	2	
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Mandatory Workshops

Fall Semester Workshop

7717	Strategic Communication: from Creation to Impact	2	2	
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Spring Semester Workshops

7789	Influence and narrative on social media	2	2	
7715	Storytelling & Message Promotion	2	2	

Elective Workshops

Students are required to choose one elective workshops (2 credits total)

Fall Semester Workshop

7718	Advanced Video Production	2	2	
5299	Impact: Perceptions, strategy and campaigns	2	2	

Pro Seminar*

spring Semester Seminar

5308	Pro Seminar - Content Creation for Viralization in Social Networks: implementation and analysis	2	2	
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- * Prerequisite courses for all seminars:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

General Electives

Students are required to choose a total of 8 credits of general courses during their studies.

Second Year / Specialization in Marketing

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

Fall Semester Courses

5110	Innovative Marketing for Hi-Tech	2	2	
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Mandatory course from another Specialization:

7684	Cognitive psychology for user experience (UX)	2	2	
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Spring Semester Courses

7308	Principles of Persuasion and Argumentation	2	2	
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Mandatory Workshops

Fall Semester Workshop

7575	Marketing Strategy	2	2	
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7568	Digital Advertising & Marketing	2	2	
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Spring Semester Workshop

5313	Ad concepts	2	2	Marketing Strategy
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Elective Workshops

Students are required to choose one elective workshops (2 credits total)

Spring Semester Workshops

7746	Communication Advisement, Spokesmanship and Crisis Management	2	2	Marketing Strategy
7458	Social Media Marketing	2	2	Marketing Strategy

Elective Pro Seminar*

Choose one of the following seminars:

Spring Semester Pro Seminars

5294	Marketing Specialization Pro Seminar A	2	2
5295	Marketing Specialization Pro Seminar B	2	2
5296	Marketing Specialization Pro Seminar C	2	2
5297	Marketing Specialization Pro Seminar D	2	2

- * Prerequisite courses for all seminars:
- Introduction to Communications: Theories and Models
 - Quantitative Research Methods
 - Qualitative Research Methods

General Electives

Students are required to choose a total of 8 credits of general courses during their studies.

Second Year / Specialization in Interactive Communications

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

Fall Semester Courses

7684	Cognitive psychology for user experience (UX)	2	2	
7633	Introduction to Human Computer Interaction (HCI)	2	2	

Mandatory course from another Specialization:

5110	Innovative Marketing for Hi-Tech	2	2	
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Mandatory Workshops

Fall Semester Workshop

7693	Interactive Product Design	2	2	
5257	Product Marketing	2	2	

Elective Workshops

Students are required to choose two elective workshops (4 credits total)

Spring Semester Workshops

7487	User Experience (UX) Design	2	2	
5131	Product Acceleration: From Business Strategy to Product Growth	2	2	
7600	Product Management in Startup Companies	2	2	

Pro Seminar

Choose one of the following seminars

Spring Semester Pro Seminars

5132	Pro Seminar- Cognitive principle in UX design	2	2
5308	Pro Seminar - Content Creation for Viralization in Social Networks: implementation and analysis	2	2

The Prerequisites courses for all seminars are as follow:

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

General Electives- Students are required to choose a total of 8 credits of general courses during their studies.

Third Year

Mandatory Courses

Fall Semester Courses

7044	Visual Communication: Representation And knowledge	2	2
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Third Year / Specialization in Digital Influence & Perceptions

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

Fall Semester Courses

5120	The war over narratives: Media and Conflicts in the Digital Age	2	2
5121	Power and influence in the algorithmic age	2	2

Spring Semester Courses

7777	Conscious Communication Campaigns	2	2
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Mandatory course from another Specialization:

7792	Game Design Methodologies	2	2
7893	Foundation in Technological Thinking, from Programing to AI	2	2

Elective Workshops

Students are required to choose one elective workshop (2 credits total)

Fall Semester Workshops

7641	Creativity in Producing & Directing	2	2	Communications, Culture and Society
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Spring Semester Workshops

7775	Journalism, Visual Content and on Camera Skills	2	2
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Yearlong Seminar*

Choose one of the following:

5301	Media Audiences: Uses, Interpretation and Influence	6	6
27067	Virtual reality experience. design and user research	6	6

Yearlong Projects

Choose one of the following:

7760	Content Creation: Research, Produce & Measure	4	5
7790	Content creation - The art of journalism	4	5

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

General Courses

3rd year students are required to take 8 credits of general courses during their studies.

Third Year / Specialization in Marketing

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
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Mandatory courses

Fall Semester Courses

7667	Consumer Behavior	2	2	
7636	Marketing and Digital Media	2	2	

Mandatory course from another Specialization:

5121	Power and influence in the algorithmic age			
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Spring Semester Course

7783	Brand Management and customer experience	2	2	
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Mandatory course from another Specialization:

7792	Game Design Methodologies	2	2	
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Elective Workshops

Students are required to choose one elective workshops (2 credits total)

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

Fall Semester Workshops

5094	Visual Communication Design w/AI & Photoshop	2	2	Advertising Concepts [27063]
5109	Brand Expression and Engagement	2	2	

Spring Semester Workshops

7449	Innovation in Advertising	2	2	Advertising Concepts [27063]
7707	Add to Cart: E-Commerce and Affiliate Marketing	2	2	

Yearlong Seminar*

Choose one of the following seminars:

7758	Virality - creating a field campaign	6	6
5108	Psychological aspects of marketing campaigns	6	6
7627	Digital Propaganda and Marketing and The Online Discourse around Them	6	6

Yearlong Projects

Choose one of the following:

7708	PR Strategies and Marketing	4	5	Advertising Concepts[7481]
7733	Social Advertising & Marketing	4	5	Advertising Concepts[7481]
7495	Integrated Advertising Campaign	4	5	A grade of at least 85 in Advertising Concepts[7481]

- * 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 8 credits of general courses during their studies.

Third Year / Specialization in Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
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Mandatory courses

Fall Semester Courses

7892	Ethics and Technologies in the Age of AI	2	2	
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7792	Game Design Methodologies	2	2	
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Mandatory course from another Specialization:

5121	Power and influence in the algorithmic age	2	2	
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Spring Semester Courses

7893	Foundation in Technological Thinking, from Programing to AI	2	2	
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Mandatory course from another Specialization:

7636	Marketing and Digital Media			
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Elective Workshops

Students are required to choose three elective workshops (6 credits total) during the course of their studies (two in second year and one in third year).

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

Spring Semester Workshops

7600	Product Management in Startup Companies	2	2	
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7487	User Experience (UX) Design	2	2	
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5131	Product Acceleration: From Business Strategy to Product Growth	2	2	
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Spring Semester Workshops

7696	UX Writing	2	2	Product Management in Startup Companies [7600]
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7719	Visual design for UX (UI)	2	2	Product Management in Startup
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Companies [7600]

5300	Advanced UX characterization - behavioral aspects of user experience	2	2
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Yearlong Seminar*

Choose one of the following seminars:

7654	Advanced Ethical aspects of UX design	4	6
27067	Virtual reality experience. design and user researchExperiences research seminar	4	6
5312	Physical-Digital Interfaces Research Seminar		

Yearlong Projects

Choose one of the following:

7645	Final Project: Interactive Product Bootcamp	4	5	Interactive Product Design [7487]
5144	Final Project: milab Product Marketing in Hightech companies	4	5	Interactive Product Design [7487]

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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 8 credits of general courses during their studies.

Exam Schedule

The dates of the examinations can be found on the Reichman University 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).