

Sammy Ofer School of Communication

BA in Communication

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Bachelor's Degree (B.A.) in Communication

We connect information, technology, and people through communication. The Bachelor's degree curriculum in Communication includes theoretical, methodological, and hands-on courses. The School's uniqueness lies in the number and variety of practical workshops, alongside theoretical depth in various fields. The program is dynamic, interdisciplinary, and at the forefront of both industry and academia.

Throughout the degree, students will study in an innovative and advanced learning environment that includes: the Media Innovation Lab (milab), a Virtual Reality Lab (XR), TV studios, radio and podcast studios, editing rooms, and opportunities for professional experience through internships in companies and social organizations.

In addition to the core courses, the degree enables students to specialize in one of three tracks (Focused Track), or hybrid two of them (Hybrid Track):

Marketing Communication, Human-Computer Interaction (HCI), Content for Impact.

By mid-first year, each student must choose a study track: either the Focused Track or the Hybrid Track:

- Focused Track- One Specialization (32 credits)
- Hybrid Track- Combines two specializations:
 - Primary Specialization (24 credits)
 - Secondary Specialization (8 credits)

After choosing the type of track (Focused or Hybrid), the student selects the specific specializations within their track.

At the end of the degree, each student will receive a Bachelor's diploma and a specialization certificate based on their chosen track.

Special Programs:

- Excellence Program in Public Diplomacy (in collaboration with the School of Government)- for third-year students.
- Excellence Program for second, and third-year students (Further details will be provided at a later stage).
- Internship Program- Further details will be provided at a later stage.

Program Structure:

- Core Courses- 78 credits
- Specialization Courses- 32 credits
- Interdisciplinary General Courses- 8 credits
- English Studies (until exemption level)- 2 credits

Total required for graduation: 120 credits

Program Structure by Year:

First Year:

- Core Courses- 28 credits
- Workshops- 10 credits

Second Year:

- Core Courses- 20 credits
- Workshop- 2 credits
- Specialization Courses (core classes, workshops, and pre-seminars)- 16 credits

Third Year:

- Core Courses- 18 credits
- Specialization Courses (core classes, workshops, final project, and seminar)- 16 credits

- 1-3 years- Interdisciplinary general elective courses- 8 credits

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

Specializations at the Sammy Ofer School of Communication

Specialization: Human-Computer Interaction (HCI)

Head of Specialization: Dr. Noa Morag

The Human-Computer Interaction specialization prepares students for roles in product and user experience (UX) in the hi-tech industry.

Students learn key product-related disciplines and are exposed to critical and analytical thinking relevant to technological product development.

The specialization offers professional workshops such as: Interactive Product Design, UX/UI Design, Digital Product Marketing and Management, Product Acceleration, and research seminars including Ethics in User Experience, Foundations of Technological Thinking, and Cognitive Psychology Aspects in UX. The final project focuses on developing a technological product from concept to full implementation. Students work in teams with peers from other schools (Psychology, Entrepreneurship, Computer Science) and engage with mentors and companies from the industry.

Specialization: Content for Impact

Head of Specialization: Dr. Yael Hadassi-Bachar

The Content for Impact specialization trains students for the future of communication by combining content creation, strategic communication, investigative journalism, information technologies, and AI tools.

Students will gain both a broad understanding of contemporary media and hands-on experience.

They will complete a final project developing campaigns, documentary or fictional content, and investigative journalism pieces, under the guidance of top industry mentors.

Through guest lectures, workshops, and field trips with senior professionals,

students will build a rich portfolio. Graduates of this track enter leading roles in political, social, business, and hi-tech sectors.

In an era where media and digital platforms shape public opinion, social movements, and trends, this specialization equips students to create meaningful impact in a challenging communication landscape.

Specialization: Marketing Communication

Head of Specialization: Ms. Sivan Ben Horin

The Marketing Communication specialization trains students in strategic, creative, and innovative thinking across advertising, marketing, public relations, media, and digital communication, integrating AI tools.

The program covers both theoretical foundations and practical applications for working with clients and target audiences. Students acquire essential tools to enter the industry, including advertising agencies, PR companies, marketing departments, and high-tech companies.

Alongside theoretical courses and seminars, students participate in hands-on workshops taught by industry mentors, such as: Strategic Marketing, Creative Development, Social Media Campaign Management, Advertising Innovation, Trend Analysis and Prediction, Branded Content Creation, and E-commerce Strategy.

In their third year, students work with real clients- commercial companies and social organizations- through the Marketing Lab, which mirrors advanced industry practices. This experience helps students build a strong portfolio and professional network to support their career launch.

Cluster in Business Administration

In the third year, Communication students can deepen their knowledge in Business Administration through cluster.

Students accepted into the cluster will take 5 courses totaling- 12 credits.

The cluster introduces basic concepts and economic theories for understanding and managing marketing and strategic decisions. Courses emphasize behavioral aspects of organizations and consumers, aiming to equip students with foundational tools for understanding consumer behavior.

Requirements for enrollment in the Business cluster:

Admission process & Completion of the Research Methods and Statistics courses in the first year.

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 at the Raphael Recanati International School, unless specified otherwise.

B.A in Communications
Program of Studies
First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Fall Semester Courses

5601	Media and Diplomacy in International Conflicts: The Arab Israeli Case			2	
5548	Introduction to Communication Research	2	2	4	
5549	Introduction to Communication in the Information Age			2	
5546	Research Methods and Statistics			8	
5550	Data-Driven Thinking			2	

Spring Semester Courses

5546	Research Methods and Statistics	2	4	8	
5552	Introduction to Marketing Communications	2	2	2	
5553	Communication Strategy for Creating Impact	2	2	2	
5554	Introduction to Human-Computer Interaction	2		2	

Mandatory Workshops

Fall Semester Workshops

2478	The Art of the Pitch and Delivering the Message	2	2
5541	Fundamentals of Photography and Editing	2	2

Spring Semester Workshops

5543	Creating Content for Broadcasting in a TV Studio	2	2
7568	Digital Marketing and Advertising	2	2
5545	Tools for User Experience (UX) Design	2	2

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
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Mandatory Courses

Fall Semester Courses

6973	Theory: Generative AI Platforms	2		2	
6974	Practical: Generative AI Platforms	2		2	
5559	Critical Thinking	2		2	
7046	Qualitative Research Methods	2	2	4	
5684	Gen Z and Acute Academic Social Media Debates	2		2	

Spring Semester Course

5550	Data and Information-Based Thinking	2		2	
5570	The Media Ecosystem	2		2	
5557	Communication and Democracy	2		2	
5558	Propaganda and Marketing of Messages	2		2	

Mandatory Workshops

Fall & Spring Semester Workshops				
5571	Podcasting	101	2	2

Second Year / Specialization in Content For Impact

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

Fall Semester Courses

5588	Consciousness in an Ara of Constant Revolution		4	
5120	The War Over Narratives: Media and Conflicts in the Digital Age	2	2	
7777	Conscious Communication Campaigns	2	2	

Mandatory Workshops

Fall Semester Workshop

7717	Strategic Communication	2	2	
7789	Influence and Narrative on Social Media	2	2	

Pro Seminar*

Spring Semester Seminar

5592	From Thought to Impact-Driven Action	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 Credits	Prerequisites
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Mandatory Courses

Fall Semester Courses

7063	Consumer Behavior		2	
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Spring Semester Courses

5110	Innovative Marketing for High-Tech		2	
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Mandatory Workshops

Fall Semester Workshop

7575	Marketing Strategy	2	2	
7568	Digital Advertising and Marketing	2	2	

Spring Semester Workshop

5313	Ad Concepts	2	2	Marketing Strategy {7575}
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Elective Workshops

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

Spring Semester Workshops

7746	Communication Consulting, Public Relations, and Crisis Management	2	2	
5574	Social Media Campaign Management	2	2	

Elective Pro Seminar*

Choose one of the following seminars:

Spring Semester Pro Seminars

5578	Marketing Strategies for Virality	2	2
5596	Empathetic and Beneficiary Marketing	2	2
5597	The Art of Effective Messaging: Marketing Communication and Persuasion Techniques	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 Human-Computer Interaction

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	
5580	Advanced Topics in Human-Computer Interaction	2	2	

Mandatory Workshops

Fall Semester Workshops

5676	Product Desing	2	2	
5257	Product Marketing	2	2	

Spring Semester Workshop

5678	Product Management	2	2	Product Marketing {5257} Product Design {5676}
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Elective Workshops

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

Spring Semester Workshops

5677	Product Design Advanced	2	2	Product Marketing {5257} Product Design {5676}
5682	Content Design for User Experiences (UX)	2	2	Product Marketing {5257} Product Design {5676}

Pro Seminar

Choose one of the following seminars

Spring Semester Pro Seminars

5581	Design Principles: User Experience and Cognition	2	2
5190	Ethics of User Experience	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

Spring Semester Courses

5557	Communication and Democracy	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:

5681	AI Marketing Intelligence: from market research to Tactics with AI	2	2
7892	Ethics and Technologies in the Age of Artificial Intelligence	2	2

Elective Workshops

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

Fall Semester Workshops

5679	Content Entrepreneurship	2	2
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Spring Semester Workshops

5680	Visual Content and Camera Skills	2	2
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Yearlong Seminar*

Choose one of the following:

5301	Media Audiences: Uses, Interpretation and Influence	6	6
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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 Credits	Prerequisites
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Mandatory courses

Fall Semester Courses

7667	Consumer Behavior	2	2	
5681	AI Marketing Intelligence: from Market Research to Tactics with AI	2	2	

Mandatory course from another Specialization:

5121	Power and Influence in the Algorithmic Age	2	2	
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Spring Semester Course

7783	Brand Management and Customer Experience	2	2	
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Mandatory course from another Specialization:

5683	Product Acceleration: From Business Strategy to Product Growth	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	
2685	Thinking Future: Analyzing and Predicting Trends	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 Online Discourse around Them	6	6	
7732	Trends as Marketing Strategy Setters	6	6	

Yearlong Projects

Choose one of the following:

7708	PR Strategies and Marketing	4	5	
7733	Social Advertising & Marketing	4	5	
7495	Integrated Advertising Campaign	4	5	Ad Concepts{5313}

- * 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 Human-Computer Interaction

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites
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Mandatory courses

Fall Semester Courses

7892	Ethics and Technologies in the Age of AI	2	2	
5683	Product Acceleration: From Business Strategy to Product Growth	2	2	

Spring Semester Courses

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

7777	Media Campaigns and Awareness	2	2	
7783	Brand Management and Customer Experience	2	2	

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 the third year).

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

Fall Semester Workshops

5682 (UX)	Content Design for User Experiences (UX)	2	2	Product Marketing {5257} Product Design {5676}
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Spring Semester Workshops

7719	Visual Design for UX (UI)	2	2	Product Marketing {5257} Product Design {5676}
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Yearlong Seminar*

Choose one of the following seminars:

27067	Virtual Reality Experience. Design and User Research Experiences - Research Seminar	4	6
5312	Physical-Digital Interfaces Research Seminar		

Yearlong Projects

Choose one of the following:

5675	Final project: Product Innovation Bootcamp with the Industry	4	5
5144	Final Project: Milab Product Marketing in Hightech Companies	4	5

- * 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).