

**Dear Reservists,**

As part of our commitment to providing you with comprehensive support following (and during) your reserve service, and in addition to the intensive courses offered to those eligible, we have arranged alternative assessments for many courses. These alternatives have been coordinated with the faculty, who are dedicated to supporting you and helping you meet your academic goals.

For your convenience, please find the link to the **2025-2026 (5786) Reserve Service Outline** at Reichman University.

If you meet the eligibility criteria, please apply via the Student Information Station to the Student Coordinator.

**Please note the following:**

- Applications for alternative assessments must be submitted at least **3 business days** prior to the exam date.
- In courses where the final assessment is a paper/assignment, no additional alternative assessment will be provided.
- The alternative assessment applies to the final task. The final grade for the course will be calculated based on all course components.

| Year   | Course Code | Course Name                                | Lecturer                   | Original Assessment | Alternative Assessment |
|--------|-------------|--------------------------------------------|----------------------------|---------------------|------------------------|
| First  | 5550        | Data-Driven Thinking                       | Dr. Tal Elovits            | Final Exam          | Assignment             |
|        | 5552        | Introduction to Marketing Communications   | Dr. Erga Atad              | Final Exam          | Accomodated exam       |
|        | 5554        | Introduction to Human-Computer Interaction | Dr. Noa Morag              | Final Exam          | Accomodated exam       |
|        | 6973        | Theory: Generative AI Platforms            | Prof. Tal Azran            | Final Exam          | Assignment             |
| Second | 5570        | The Media Ecosystem                        | Dr. Sagit Dinnar           | Final Exam          | Assignment             |
|        | 5110        | Innovative Marketing for Hi-Tech           | Mr. Shay Thieberg          | Final Exam          | Accomodated exam       |
| Third  | 481         | Leadership In Organization                 | Dr. Ronit Montal Rosenberg | Final Exam          | Accomodated exam       |

We would like to once again thank you for your meaningful service and contribution.

We wish you great success,

Dean's Office School of Communications