

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

39 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*	8 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: Dr. 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, 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	Final Course Assignment
Year -long						
157	Organizational Behavior Dr. Galit Dayan	4		4		Final Exam on Spring Semester
Fall Semester						
43	Principles Of Marketing Management Dr. Rinat Satchi	4		4		Exam
Spring Semester						
2318	Integrated Marketing Communications Dr. Yaniv Gvili	4		4		Exam

B.A in Communications Program of Studies

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 Dr. Orly Idan	2		2		Paper
7017	Introduction to Communications: Theories and Models Dr. Tzur Eyal Keren	2	3	5		Exam
2649	Communications, Culture and Society Prof. Tal Azran	2		2		Exam
7197	Introduction to New Media Dr. Noa Morag	2	2	4		Exam
7023	Communication English Advanced B Ms Marks Ann Cohen	3		0		Exam
7019	Statistics Dr. Moran Aliman	2	2	4		Exam
Spring Semester Courses						
7305	Introduction to Political Communication Prof. Wolfsfeld Gadi	2	2	4		Exam
7045	History of Communication Dr. Avital Pilpel	2		2		Exam
7020	Social Psychology Dr. Nathan Stoler	2	2	4		Exam
7026	Quantitative Research Methods Dr. Moran Aliman	2	2	4	Statistics	Exam
7024	Communication English Advanced A Dr. Yohanna Levy	3		2	Communication English Advanced B	Exam

Mandatory Workshops

Fall Semester Workshops

7507	Digital Storytelling Mr. Uri Bar-on Mr. Nir Saar Mr. Omri Uzrad	3	3	Final Project
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Spring Semester Workshops

2477	From the Tweet to the Broadcast Story Mr. Yonatan Regev Mr. Segal Udi Ms. Ruthy Shillony	2	2	Final Project
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Fall/Spring Semester Workshops

7034#	Introduction to Radio Broadcasting Mr. Jonathan Gal Mr. Roy Kats Ms. Triest Ayelet Ms. Yvonne Saba	3	3	Final Project
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7587#	Cross Platform TV Production Mr. Eitan Cohen Ms. Noa IIsar Mr. Ariel Lowi	2	2	Final Project
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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	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

7018	Communication Institutions Ms. Sagit Dinnar	2	2	4		Exam
7046	Qualitative Research Methods Dr. Assaf Lev	2	2	4		Exam
7042	Media Ethics Ms. Yael Lavie	2		2		Exam
7453	Introduction to Social Network Analysis Dr. Tsahi Hayat	2	2	4		Exam
7551	Fundamentals of Humanistic Thought Dr. Snir Itay	2	2	4		Exam
2478	The art of Pitch and Transmitting the Message Mr. Avisaf Omri Mr. Michaelis Ran	2		2		Final Project
7110	Language, Culture And Society Dr. Orly Idan	2		2		Exam

Spring Semester Course

7044	Visual Communication: Representation And knowledge Dr. Maya Pinhasi	2	2	4		Exam
7633	Introduction to Human Computer Interaction Prof. Ron Nabarro	2	2 Elective	2		Exam
7580	Culture & Identity in a Visual Media Environment Dr. Assaf Lev	2		2		Exam
7509	Health Communication: PR Strategies of Pharmaceutical Companies Dr. Yaffa Shir-Raz	2		2		Exam

Second Year / Specialization in Digital Influence & Perceptions

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

Fall Semester Courses

7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2	2		Exam
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Spring Semester Courses

7711	Media Audiences: Uses, Interpretation and Influence Dr. Tzur Eyal Keren	2	2		Exam
7710	Influence & Perceptions Mr. Cohen Daniel	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7716	Foundations to Community Management Ms. Eden Ruth	2	2		Final Project
7718	Advanced Video Production Mr. Sharon Karp Mr. Dovev Shoshan	2	2		Final Project

Spring Semester Workshops

7715	Storytelling & Message Promotion Ms. Perl Hila	2	2		Final Project
7717	Cross-platform Content Creation Mr. Lior Chefetz	2	2		Final Project

Elective Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7720	Rhetoric and communication Dr. Rachel Quastel	2	2		Paper
2658	Content Creation for Viralization in Social Networks: implementation and analysis Prof. Tal Azran	2	2		Paper

- * 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	Final Course Assignment
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Mandatory Courses**Fall Semester Courses**

7308	Principles of Persuasion and Argumentation Dr. Sharon Avital	2	2		Exam
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Spring Semester Courses

7710	Influence & Perceptions Mr. Cohen Daniel	2	2		Exam
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Mandatory Workshops**Fall Semester Workshop**

7575	Marketing Strategy Ms. Eli Harris Ms. Gesthalter Sharon	2		Broadcasting News	Final Project
7568	Digital Advertising & Marketing Mr. Emmanuelle Tene Mr. Yuval Hollander	2		Broadcasting News	Final Project

Spring Semester Workshop

7481	Advertising Concepts Mr. Hillel Abt Ms. Sivan Ben-Horin	2		Marketing Strategy	Final Project
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Elective Workshops

Students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

Spring Semester Workshops

7065	Public Relations and Spokesmanship Mr. Shay Even	2	2	Marketing Strategy	Final Project
7458	Social Media Marketing Ms. Tene Emmanuelle	2	2	Marketing Strategy	Final Project

Elective Seminar*
Choose one of the following seminars:

Spring Semester Seminars

7676	Selling Israel: Social Media and Nation Branding Prof. Tal Azran	2	2	Paper
7321	Youth revolt, Rock Music and the Sixties Dr. Ari Ktorza	2	2	Paper
7691	Constructing influencers' image: marketing and charisma Dr. Shiri Reznik	2	2	Paper
3096	Gaining virality on social media: Theory and practice Prof. Tal Azran	2	2	Paper

- * 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	Final Course Assignment
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Mandatory Courses

Spring Semester Courses

7684	Cognitive psychology for user experience (UX) Dr. Erel Hadas	2	2		Paper
7711	Media Audiences: Uses, Interpretation and Influence Dr. Tzur Eyal Keren	2	2		Exam

Mandatory Workshops

Fall Semester Workshop

7693	Interactive Product Design Mr. Alon Kasif Mr. Yoav Dori Ms. Inbar Kofman	2	2		Final Project
7721	Product Performance Mr. Ron Leder Ms. Sivan Geva Mr. Yarden Morgan	2	2		Final Project

Elective Workshops

Interactive Specialization students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

Spring Semester Workshops

7600	Product Management in Startup Companies Mr. Ravit Friedberg Ms. Galit Galperin	2	2		Final Project
7487	User Experience (UX) Design Mr. Jehonathan Bar Mr. Alon Kasif	2	2		Final Project
7719	Visual design for UX (UI) Ms. Dikla Dotan	2	2		Final Project
7722	Product Performance - Advance Ms. Liraz Postan	2	2		Final Project

Elective Seminar*
Choose one of the following seminars:

Spring Semester Seminars

7675	Virtual Reality and Embodiment Dr. Beatrice Hasler	2	2	Paper
7664	Cognitive aspects in UX design Dr. Hadas Erel	2	2	Paper
7725	GUI Design: Understanding Icons, Folders & Visual Concepts Dr. Eldar Guy	2	2	Paper

- * 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

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		Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2	2		Exam
7482	Media and Conflicts in the Digital Age Ms. Tsifroni linor	2	2		Exam

Spring Semester Courses

7158	The Family on Television: Identity, Gender, and the Other Prof. Tal Azran	2	2		Exam
7727	Digital Marketing Dr. Tsahi Hayat	2	2		Exam

Elective Workshops

Students are required to choose one elective workshop (2 credits total) during the course of their studies,

Fall Semester Workshops

7573	Creating Music Videos Mr. Eyal Rob	2	2	Communications, Culture and Society	Final Project
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Spring Semester Workshops

7670	Digital Magazine Studio Ms. Noa Ilzar	2	2		Final Project
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Yearlong Seminar*

Choose one of the following:

7462	Media and Teen Health, Body Image and Sexuality Dr. Eyal Keren	6	6		Paper
7586	Cyberspace Romance Dr. Shiri Reznik	6	6		Paper

Yearlong Projects

Choose one of the following:

7607	Writing and Producing a Web Series Mr. Eyal Rob Mr. Uri Bar-On	4	5	Final Project
7669	Cross Platform Documentary Formats Ms. Jasmine Kainy	4	5	Final Project

- * 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 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 Ms. Tsifroni linor	2	2		Exam
7299	Love and Couplehood in Popular Culture Dr. Shiri Reznik	2	2		Exam

Spring Semester Course

7727	Digital Marketing Dr. Tsahi Hayat	2	2		Exam
7667	Consumer Behavior Dr. Rinat Satchi	2	2		Exam
7158	The Family on Television: Identity, Gender, and the Other Prof. Tal Azran	2	2		Exam

Elective Workshops

Students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

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

Fall Semester Workshops

7688	Branded Content and Marketing Ms. Ashley Waxman Bakshi	2	2	Advertising Concepts[7481]	Final Project
7449	Innovation in Advertising Mr. Nimrod Dweck	2	2	Advertising Concepts[7481]	Final Project
7574	Video Commercials for TV and Digital Mr. Avigail Krispin	2	2	Advertising Concepts[7481]	Final Project

Spring Semester Workshops

7494	Visual Communication Design Ms. Miryam Yuhvetz	2+2 Elective recitation	2	Advertising Concepts[7481]	Final Project
7707	Add to Cart: E-Commerce and Affiliate Marketing Mr. Sion Eran	2	2		Final Project

Yearlong Seminar*

Choose one of the following seminars:

7471	City and Nation Branding: creating a real online campaign to Tel-Aviv (in cooperation with Tel-Aviv city municipality) Prof. Tal Azran	6	6		Paper
7657	Health marketing and PR: Analyzing public and commercial campaigns Dr. Yaffa Shir-Raz	6	6		Paper
7627	Digital Propaganda and Marketing and The Online Discourse around Them Dr. Karin Zohar Cohen	6	6		Paper

Yearlong Projects

Choose one of the following:

7708	PR Strategies and Marketing Mr. Shay Even	4	5	Advertising Concepts[7481]	Final Project
7648	Social Video Marketing Mr. Hillel Abt	4	5	Advertising Concepts[7481]	Final Project
7495	Integrated Advertising Campaign Ms. Sivan Ben-Horin	4	5	A grade of at least 85 in Advertising Concepts[7481]	Final Project

* 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	Final Course Assignment
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Mandatory courses

Fall Semester Courses

7685	Ethics and Technology Dr. Noa Morag	2	2		Exam
7581	Foundations in Technological Thinking Mr. Amira Shalom	2	2		Exam

Spring Semester Courses

7689	Visual Design for interactive experience Dr. Eldar Guy	2	2		Exam
7158	The Family on Television: Identity, Gender, and the Other Prof. Tal Azran	2	2		Exam
7667	Consumer Behavior Dr. Rinat Satchi	2	2		Exam

Elective Workshops

Students are required to choose two elective workshops (4 credits total) during the course of their studies, one each year.

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

Fall Semester Workshops

7719	Visual design for UX (UI) Ms. Dikla Dotan Ms. Mor Daniel	2	2	Product Management in Startup Companies [7600]	Final Project
7696	UX Writing Ms. Merav Levkowitz	2	2	Product Management in Startup Companies [7600]	Final Project
7726	Tools for VR Design Mr. Dan Pollak	2	2	Product Management in Startup Companies [7600]	Final Project

Yearlong Seminar*

Choose one of the following seminars:

7452	Advanced Topics in Social Network Analysis Dr. Tsahi Hayat	6	6		Paper
7608	Persuasive Technology: Analysis and Design Dr. Beatrice Hasler	6	6		Paper
7654	Advanced Ethical aspects of UX design Dr. Noa Morag	6	6		Paper

Yearlong Projects

Choose one of the following:

7645	Final Project: Interactive Product Bootcamp Mr. Jehonathan Bar	4	5	Interactive Product Design[7487]	Final Project
7621	Final Project: VR Mr. Dan Pollak	4	5	Interactive Product Design[7487]	Final Project

- * 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).