

**Sammy Ofer School of Communications**

# **BA in Communications**

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Dean

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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 IDC 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. Such changes will be published over the course of the year by various means, such as the online handbook on the IDC Herzliya website, and will apply to all IDC 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 122 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 - 122 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 <sup>rd</sup> - Year Annual Workshop	5 credits
3 Courses from Other Specializations	6 credits
General Courses*	6 credits

\* 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 Marketing and Political Communications specialization offers a unique combination of academic and research studies with practical experience guided by leading marketplace professionals. The program educates and trains students in strategic and innovative thinking in fields such as advertising, marketing, public relations and communication advisement across all media and digital platforms. Alongside theoretical courses and research, seminars which serve a basis for learning, students take part in practical workshops such as Marketing Strategy, Digital Advertising & Marketing, Political Campaign Management, Video Commercials for TV and Digital, and Social Media Marketing providing students with the necessary tools to integrate in the marketplace. During their third year, students participate in the "Marketing Lab" where they develop strategies and creative solutions for innovative campaigns for both profit and non-profit organizations.

## **Visual Content Studies**

Head of the Specialization: Dr. Amit Lavie- Dinur

The specialization combines theoretical and empirical studies in the fields of content development with the acquisition of practical skills implementing advance technologies. The students will be trained in in-depth research deliberation regarding popular media content such as television, Internet, mobile and social media. The Visual Content specialization puts an emphasis on the power of communication to shape ideology, values and lifestyle in modern society.

The range of workshops in the specialization enables the students to develop content and produce an original portfolio in writing for television and web, production and distribution of YouTube channels, app development, digital news, directing and cinematography. In the third year, students participate in the "Content Hub" where they develop original formats placing the creator at the center while treating him as an entrepreneur and leader in the international modern media market. Alongside these formats, students will learn business model development in collaboration with students from the business school that will assist their distribution in international markets.

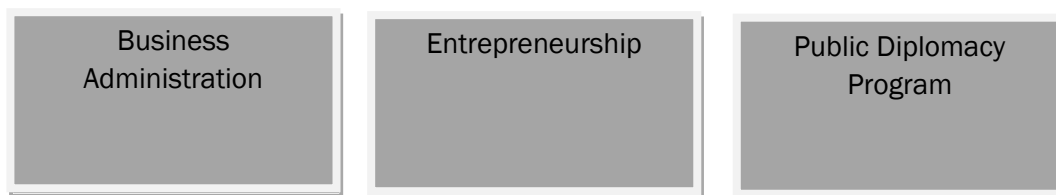
## **Interactive Communications**

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

## Optional Supplementary Clusters

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



### Supplementary Cluster in Business Administration

- **The cluster includes 12 credits**, which will be taken during the 3<sup>rd</sup> year.
- 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 122 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 126 credits.

### Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
<b>Year -long</b>						
157	Organizational Behavior Dr. Galit Dayan	4		4		Exam
<b>Fall Semester</b>						
43	Principles Of Marketing Management Dr. Rinat Satchi	4		4		Exam
<b>Spring Semester</b>						
2318	Integrated Marketing Communications Dr. Yaniv Gvili	4		4		Exam

## Supplementary Cluster in Entrepreneurship

- **Acceptance to the cluster is conditional upon a total GPA of 85 or above and a personal interview.**
- The cluster includes 12 credits, which will be taken during the third year.
- 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 122 required credits for a BA in Communications, thus, students who complete a Supplementary Cluster in Entrepreneurship will complete their BA with a total of 126 credits.

## Mandatory Courses

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

2357	Venture Creation - The Vision: Ideation and Strategy. Dr. Gali Einav	2		4		Final paper
2282	Economic and Legal Aspects for Entrepreneurs Mr. Daniel Pomerantz	2		2		Final paper

### Spring Semester Courses

2312	Product Design and user experience Mr. Ronel Mor	2		2		Final paper
2358	Venture Creation - Implementation: Prototyping and Customer Creation Dr. Einav Gali	4		4		Project

## Public Diplomacy Program

- **Registration to the program is conditional upon a total GPA of 80 or above.**
- The program 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 122 required credits for a BA in Communications, thus, students who complete the program will complete their BA with a total of 127 credits.

## Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
<b>Year-long Courses</b>						
7550	Internship in Digital Public Diplomacy Mr. Yarden Ben Yosef	4		4		Practicum
7653	Workshops + seminars	2		2		Practicum
<b>Fall Semester Courses</b>						
7544	Public Diplomacy Dr. Moran Yarchi	2		2		Exam
7649	Introduction to Diplomacy: Foundations, Actors and Trends Dr. Magen Amichi	2		2		Exam
4690	Security Dilemmas (Counter-Terrorism) Ms. Miriam Eisin	2		2		Exam
7652	The Psychology of Promoting Messages	2		2		
<b>Spring Semester Courses</b>						
7482	Media and Conflicts in the Digital Age Dr. Moran Yarchi	2		2		Exam
4689	Political Dilemmas: the Israeli-Palestinian Conflict Dr. Ron Prozor	2		2		Exam
7650	Digital Marketing and Audiences	2		2		Exam
7651	Seminar: Nation Branding Dr. Tal Azran	2		2		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
<b>Fall Semester Courses</b>						
4048	<b>Preparatory Course: Practicing Academic Writing</b> Ms. Orly Idan	2		2		Paper
7017	<b>Introduction to Communications: Theories and Models</b> Dr. Keren Eyal	2	3	5		Exam
7025	<b>Communications, Culture and Society</b> Dr. Tal Azran	2	2	4		Exam
7197	<b>Introduction to New Media</b> Dr. Oren Zuckerman	2	1 Elective	2		Exam
7023	<b>Communication English Advanced B</b> Dr. Leor Cohen	3		0		Exam
7024	<b>Communication English Advanced A</b> Dr. Glenda Sacks	3		2		Exam
7019	<b>Statistics</b> Dr. Moran Aliman	2	2	4		Exam
<b>Spring Semester Courses</b>						
7305	<b>Introduction to Political Communication</b> Prof. Wolfsfeld Gadi	2	2	4		Exam
7045	<b>History of Communication</b> Dr. Avital Pilpel	2		2		Exam
7020	<b>Social Psychology</b> Dr. Roi Estlein	2	2	4		Exam
7026	<b>Quantitative Research Methods</b> Dr. Moran Aliman	2	2	4	Statistics	Exam
7024	<b>Communication English Advanced A</b> Dr. Leor Cohen	3		2	<b>Communication English Advanced B</b>	Exam



## Mandatory Workshops

### Fall Semester Workshops

7507	<b>Digital Storytelling</b> Mr. Uri Bar-on Ms. Jasmine Kainy Mr. Nir Saar Mr. Omri Uzrad	3	3	Final Project
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### Spring Semester Workshops

7508	<b>Broadcasting News</b> Mr. Ron Fridman Ms. Keren Kirsh Mr. Yonatan Regev Mr. Jeremy Ruden	2	2	Final Project
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### Fall/Spring Semester Workshops

7034#	<b>Introduction to Radio Broadcasting</b> Mr. Jonathan Gal Mr. Barak Haimovitch Mr. Roy Kats Mr. Tomer Molvidzon Ms. Chen Zausmer Mr. Dan Danmatuk	3	3	Final Project
7587#	<b>Cross Platform TV Production</b> Mr. Raphael Miller Ms. Noa Ilsar	2	2	Final Project

# The Course will be taken either in the first or the second semester

### General Electives

Students are required to choose a total of 6 credits of general courses during their studies.

## 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	<b>Communication Institutions</b> Ms. Sagit Dinnar	2	2	4		Exam
7509	<b>Health Communication: PR Strategies of Pharmaceutical Companies</b> Dr. Yaffa Shir-Raz	2		2		Exam
7046	<b>Qualitative Research Methods</b> Dr. Assaf Lev	2	2	4		Exam
7042	<b>Media Ethics</b> Ms. Yael Lavie	2		2		Exam
7453	<b>Introduction to Social Network Analysis</b> Dr. Tsahi Hayat	2	2	4		Exam
7551	<b>Fundamentals of Humanistic Thought</b> Dr. Eran Guter	2	2	4		Exam
7580	<b>Culture &amp; Identity in a Visual Media Environment</b> Dr. Assaf Lev	2		2		Exam
7588	<b>Online Journalism</b> Mr. Yadin katz Mr. Roy Katz	2		2		Final Project

#### Spring Semester Course

7044	<b>Visual Communication: Representation And knowledge</b> Dr. Eran Guter	2	2	4		Exam
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#### General Electives

Students are required to choose a total of 6 credits of general courses during their studies.

## 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

7633	<b>Introduction to Human Computer Interaction</b> Dr. Oren Zukerman	2	2		Exam
7427	<b>Children, Adolescents, and Media</b> Dr. Shiri Reznik	2	2		Exam
7629	<b>Human-Computer Interaction Techniques</b> Dr. Jessica Cauchard	2	2		Exam

### Mandatory Workshops

#### Fall Semester Workshop

7646	<b>Creating a Documentary</b> Ms. Yifat Keidar	2	2		Final Project
7385	<b>Production and Distribution in YouTube</b> Mr. Lior Chefetz Mr. Snir Givon	2	2		Final Project

#### Spring Semester Workshops

7640	<b>Creativity in cinematography</b> Mr. Sharon Karp	2	2		Final Project
7647	<b>Advanced Digital Editing</b> Mr. Dovev Shushan	2	2		Final Project

### Elective Seminar\*

**Choose one of the following seminars:**

#### Spring Semester Seminars

7214	<b>The Documentary Film and Reality</b> Dr. Rachel Quastel	2	2		Paper
7522	<b>Evolution and Revolution of the Media</b> Dr. Shiri Reznik	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 6 credits of general courses during their studies.

## 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

7633	<b>Introduction to Human Computer Interaction</b> Dr. Oren Zukerman	2	2		Exam
7308	<b>Principles of Persuasion and Argumentation</b> Dr. Sharon Avital	2	2		Exam
7427	<b>Children, Adolescents, and Media</b> Dr. Kerel Eyal	2	2		Exam

### Mandatory Workshops

#### Fall Semester Workshop

7575	<b>Marketing Strategy</b> Ms. Shai Nissenboim Ms. Michal Herman Ms. Meyrav Regev-Weisblot	2		Broadcasting News	Final Project
7568	<b>Digital Advertising &amp; Marketing</b> Mr. Nimrod Dweck Mr. Gadi Saltzman Mr. Eran Sion	2		Broadcasting News	Final Project

#### Spring Semester Workshop

7481	<b>Advertising Concepts</b> Mr. Hiilel 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	<b>Public Relations and Spokesmanship</b> Mr. Shay Even	2	2	Marketing Strategy	Final Project
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\*The workshop (7065) is a prerequisite to register to the third year Marketing Lab project: Cross Platform PR Campaign

7458	<b>Social Media Marketing</b> Mr. Nimrod Dweck	2	2	Marketing Strategy	Final Project
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**Elective Seminar\***  
**Choose one of the following seminars:**

**Spring Semester Seminars**

7626	<b>Thought Process for Digital Marketers</b> Dr. Liraz Margalit	2	2	Paper
7321	<b>Youth revolt, Rock Music and the Sixties</b> Dr. Ari Ktorza	2	2	Paper
7316	<b>The Role of the Media in Political Conflicts</b> Prof. Wolfsfeld Gadi	2	2	Paper

- \* Prerequisite 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 6 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

7633	<b>Introduction to Human Computer Interaction</b> Dr. Oren Zukerman	2	2		Exam
7629	<b>Human-Computer Interaction Techniques</b> Dr. Jessica Cauchard	2	2		Exam
7427	<b>Children, Adolescents, and Media</b> Dr. Kerel Eyal	2	2		Exam

### Mandatory Workshops

#### Fall Semester Workshop

7487	<b>Interactive Product Design</b> Mr. Jehonathan Bar Ms. Maya Lerner Ms. Einat Biran	2	2	Broadcasting News	Final Project
7604	<b>Performance Based Online Marketing</b> Mr. Yuval Aloni Mr. Alexandra simiom Mr. Sivan Geva	2	2	Broadcasting News	Final Project

#### Spring Semester Workshops

7600	<b>Product Management in Startup Companies</b> Mr. Itai Preis Mr. Eduard Mitelman Ms. Anat Eldar	2	2	Online Performance Based Marketing	Final Project
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### 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

7598	<b>Tools for Product Design</b> Mr. Or-ad Weisberg Mr. Boaz Rossano	2	2	Interactive Product Design	Final Project
7605	<b>Performance Based Online Marketing - Advanced</b> Mr. Yuval Aloni Mr. Neta Matalon	2	2	Online Performance Based Marketing	Final Project

### Elective Seminar\*

Choose one of the following seminars:

7595	<b>Embodied Communication in the Digital World</b> Dr. Jacob Greenshpan	2	2	Paper
7562	<b>Research in Psychological Aspects of User Experience</b> Mr. Jonathan Giron	2	2	Paper
7635	<b>Research in Virtual Reality VR</b> Dr. Doron Fridman	2	2	Exam

- \* 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 6 credits of general courses during their studies.

## Third Year

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

#### Fall Semester Course

7579	<b>Life, Leisure and the Media</b> Prof. Michael Leitner	2	2		Exam
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#### Spring Semester Courses

7110	<b>Language, Culture And Society</b> Dr. Orly Idan	2	2		Exam
7281	<b>Music as a Means of Communications<sup>1</sup></b> Dr. Ori Leshman	2 <sup>3</sup>	2		Exam

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<sup>1</sup> 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	<b>Film Theory</b> Dr. Rachel Quastel	2	2		Exam
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7299	<b>Love and Couplehood in Popular Culture</b> Dr. Shiri Reznik	2	2		Exam
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##### Spring Semester Courses

7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2		Exam
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#### Elective Workshops

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

##### Fall Semester Workshops

7570	<b>Creating VR Formats</b> Mr. Tal Hering	2	2	Television Studio	Final Project
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7090	<b>Studio Drama Productions</b> Mr. Raphael Miller	2	2	Television Studio	Final Project
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##### Spring Semester Workshops

7573	<b>Creating Music Videos</b> Mr. Eyal Rob	2	2	Communications, Culture and Society	Final Project
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7494	<b>Visual Communication Design</b> Ms. Miryam Yuhvetz	2+2 recitation	2	Communications, Culture and Society	Final Project
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7342	<b>Design Thinking</b> Mr. Michael Melnick	2	2		Final Project
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### Yearlong Seminar\*

Choose one of the following:

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

### Yearlong Projects

Choose one of the following:

7607	<b>Writing and Producing a Web Series</b> Mr. Eyal Rob Mr. Uri Bar-On	4	5	Final Project
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### Mandatory Courses from another Specialization\*\*

During the course of studies students are required to register to 3 courses in this category

#### Fall Semester Courses

7482	<b>Media and Conflicts in the Digital Age</b> Dr. Moran Yarchi	2	2	Exam
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#### Spring Semester Courses

7549	<b>Interpersonal Influence Off and Online</b> Dr. Roi Estlein	2	2	Exam
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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

\*\* 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 Courses

3<sup>rd</sup> year students are required to take 4 **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	<b>Media and Conflicts in the Digital Age</b> Dr. Moran Yarchi	2	2		Exam
7484	<b>Transitioning Media: Marketing and Branding in a Digital World</b> Dr. Gali Einav	2	2		Paper

#### Spring Semester Course

7549	<b>Interpersonal Influence Off and Online</b> Dr. Roi Estlein	2	2		Exam
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### Elective Workshops

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

#### Fall Semester Workshops

7534	<b>Social and Political Struggles</b> Mr. Idan Ring	2	2	Introduction to Journalism	Final Project
7404	<b>Mobile Marketing</b> Mr. Nir Baron	2	2	Introduction to Journalism	Final Project
7448	<b>Political Campaigns in the Digital Age</b> Mr. Nimrod Fridberg	2	2	Television Studio	Final Project
7574	<b>Video Commercials for TV and Digital</b> Mr. Lior Chefetz	2	2	Cross Platform TV Production	Final Project

#### Spring Semester Workshops

7573	<b>Creating Music Videos</b> Mr. Eyal Rub	2	2	Communications, Culture and Society	Final Project
7494	<b>Visual Communication Design</b> Ms. Miryam Yuhvetz	2+2 recitation	2	Communications, Culture and Society	Final Project
7342	<b>Design Thinking</b> Mr. Michael Melnick	2	2		Final Project

### Yearlong Seminar\*

Choose one of the following seminars:

7578	<b>Public Relations During Conflicts</b> Dr. Moran Yarchi	6	6	Paper
7471	<b>City and Nation Branding: creating a real online campaign to Tel-Aviv (in cooperation with Tel-Aviv city municipality)</b> Dr. Tal Azran	6	6	Paper
7657	<b>Health marketing and PR: Analyzing public and commercial campaigns</b> Dr. Yaffa Shir-Raz	6	6	Paper

### Yearlong Projects

Choose one of the following:

7610	<b>Lobbying and Political Change</b> Mr. Shay Even	4	5	Final Project
7648	<b>Social Video Marketing</b> Mr. Hillel Abt	4	5	Final Project
7495	<b>Integrated Advertising Campaign</b> Ms. Sivan Ben-Horin	4	5	Final Project

### Mandatory Courses from Another Specialization\*\*

During the course of studies students are required to register to 3 courses in this category

#### Fall Semester Courses

7299	<b>Love and Couplehood in Popular Culture</b> Dr. Shiri Reznik	2	2	Exam
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#### Spring Semester Courses

7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2	Exam
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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

\*\* 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.

3<sup>rd</sup> year students are required to take 4 **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

7432	<b>Topics in Network Culture</b> Dr. Doron Fridman	2	2		Home Exam
7611	<b>Philosophy of New Technologies Design</b> Dr. Boaz Miller	2	2		Exam

#### Spring Semester Courses

7581	<b>Foundations in Technological Thinking</b> Mr. Yair Halevi	2	2		Exam
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### Elective Workshops

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

#### Fall Semester Workshops

7469	<b>Creating with Technology-HTML</b> Mr. Omer Pomerantz	2	2	Television Studio	Final Project
7642	<b>Tools for VR Design</b> Mr. Jonathan Giron	2	2	Interactive Media Platforms	Final Project
7476	<b>The Next Digital Revolution: 3D Fabrication</b> Mr. Ohad Meyuhas	2	2	Interactive Media Platforms	Final Project
7592	<b>Interactions: From Design Thinking to Critical Design</b> Ms. Dana Gordon-Labrune	2	2	Interactive Media Platforms	Final Project

#### Spring Semester Workshops

7573	<b>Creating Music Videos</b> Mr. Eyal Rub	2	2	Communications, Culture and Society	Final Project
7494	<b>Visual Communication Design</b> Ms. Miryam Yuhvetz	2+2 recitation	2	Television Studio	Final Project
7342	<b>Design Thinking</b> Mr. Michael Melnick	2	2		Final Project

### Yearlong Seminar\*

Choose one of the following seminars:

7452	<b>Advanced Topics in Social Network Analysis</b> Dr. Tsahi Hayat	6	6	Paper
7608	<b>Persuasive Technology: Analysis and Design</b> Dr. Beatrice Hasler	6	6	Paper
7654	<b>Digital Creation: Social, Cultural and Commercial Implications</b> Ms. Noa Morag	6	6	Paper

### Yearlong Projects

Choose one of the following:

7645	<b>Final Project: Interactive Product Bootcamp</b> Ms. Noam Fisher Mr. Udi Salant	4	5	Final Project
7644	<b>Final Project: Data Driven Marketing Studio</b> Mr. Yuval Aloni	4	5	Final Project
7621	<b>miLAB VR</b> Mr. Jonathan Giron	4	5	Final Project

### Elective Courses from another specialization\*\*

During the course of studies, students are required to register to 3 courses in this category.

#### Fall Semester Courses

7484	<b>Transitioning Media: Marketing and Branding in a Digital World</b> Dr. Gali Einav	2	2	Paper
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#### Spring Semester Courses

7158	<b>The Family on Television: Identity, Gender, and the Other</b> Dr. Tal Azran	2	2	Exam
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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

\*\* 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.

3<sup>rd</sup> year students are required to take 4 **credits of general** courses during their studies.

## **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).