

Sammy Ofer School of Communication

BA in Communication

Prof. Karine Nahon

Dean

Prof. Tal Samuel-Azran

Director

Ms. Shlomit Stern

Head of Student Administration

Ms. Dalit Druck & Ms. Teri Fabian

Academic Coordinator

Ms. Yarin Strug

Executive Administrator

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.

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

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

- First-year students in the RRIS international programs will be required to complete the DNA course on Zionism during their first year of studies.

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 documentary or fictional content, campaigns 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 Communications* specialization trains students to master strategic, creative, and innovative thinking integrated with consumer behavior analysis to launch high-impact, cross-platform marketing campaigns that AI can't replicate.

The program encompasses all marketing communication aspects of advertising, marketing, public relations, media, and digital communication, integrating the latest AI tools. It covers both theoretical foundations and practical applications for working with clients and target audiences.

The specialization offers professional workshops taught by industry mentors, such as: Strategic Marketing, Creative Concept Development, Social Media Campaign Management, Communication Advisement and Spokesmanship, Branding and Customer Experience, Advertising Innovation, Trend Forecasting and Analysis, Branded Content Creation, and E-commerce.

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 to enter the industry including advertising agencies, PR companies, media consulting firms, marketing departments, and high-tech companies.

Special Programs

The School of Communication offers a range of special programs that provide students with opportunities to deepen their expertise and expand their knowledge and skills.

Honors Program (Second and Third Year)

The Honors Program is designed to cultivate a group of outstanding students who demonstrate critical thinking, creativity, and leadership potential. The program offers a challenging academic track, personalized mentoring, and in-depth exposure to the diverse field of communication.

Public Diplomacy Program (Third Year)

An interdisciplinary program offered jointly by the Sami Ofer School of Communication, the School of Government, and the Abba Eban Institute for Diplomacy and Foreign Relations. The program combines innovative, high-quality academic studies with hands-on professional experience in the field of Israeli public diplomacy.

Students develop analytical skills and gain a deeper understanding of Israel's foreign policy while also gaining practical experience and learning alongside leading scholars and distinguished practitioners in public diplomacy from Israel and around the world.

The program is taught in English and is intended for third-year students. Graduates pursue diverse careers in public diplomacy across the public sector, civil society organizations, and the media.

COMMPASS Program

The COMMPASS Program is a unique internship initiative designed to guide communication students as they take their first steps into the professional world. By combining academic excellence with practical experience, the program creates an ideal learning environment that bridges classroom learning with real-world industry practice.

The program also provides partner organizations with the opportunity to identify, mentor, and collaborate with talented students, often leading to continued professional engagement after the program concludes.

Cluster in Business Administration

In their third year, Communication students can deepen their knowledge of Business Administration through this cluster.

Students accepted into the cluster are required to complete five courses (12 credits) introducing fundamental concepts and economic theories for understanding and managing marketing and strategic decision making. Courses emphasize the behavioral aspects of organizations and consumers, equipping students with foundational tools for understanding consumer behavior.

Enrollment in the Business Administration cluster requires the successful completion of the Research Methods and Statistics courses.

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

5755	Press, Politics, and Policy	2		2	
5548	Introduction to Communication Research	2	2	4	
5553	Communication Strategy for Creating Impact	2		2	
5546	Research Methods and Statistics			8	
5552	Introduction to Marketing Communications	2		2	
5554	Introduction to Human-Computer Interaction	2		2	
6973	Theory: Generative AI Platforms	2		2	

Spring Semester Courses

6953	Modern Zionism in Light of the Declaration of Independence	1		1	
5546	Research Methods and Statistics	2	4	8	
5550	Data-Driven Thinking			2	
6974	Practical: Generative AI Platforms	2		2	
5549	Introduction to Communication in the Information Age	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

5694	Storytelling	2		2	
5709	Political Communication	2		2	
5559	Critical Thinking	2		2	
7046	Qualitative Research Methods	2	2	4	
4048	Academic Writing	2		2	
5684	Gen Z and Acute Academic Social Media Debates	2		2	

Spring Semester Courses

5708	Ethics of Data, Communication, and Technology	2		2	
5570	The Media Ecosystem	2		2	
5557	Communication and Democracy	2		2	
7045	The History of Media	2		2	
7020	Social Psychology	2		2	

Mandatory Workshops

Fall & Spring Semester Workshops					
5571	Podcasting	101	2	2	

Second Year / Specialization in Marketing

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

Fall Semester Courses

7063	Consumer Behavior	2	2	
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Spring Semester Courses

5110	Innovative Marketing for High-Tech	2	2	
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Mandatory Workshops

Fall Semester Workshop

7575	Marketing Strategy	2	2	
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Spring Semester Workshop

5313	Ideation and Creativity	2	2	Marketing Strategy {7575}
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Elective Workshops

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

Fall 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	

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}
23473	Product Discovery	2	2	

Pro Seminar

Choose one of the following seminars

Spring Semester Pro Seminars

5581	Design Principles: User Experience and Cognition	2	2
23475	Pro Seminar: Design for Trust: On Collaboration Between Humans-AI	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

5748	Data Storytelling	2	2
5745	Law and Policy of Information and Communication	2	2
7051	Internet: Social and Cultural Aspects	2	2
5744	Managing Communication Crises	2	2
5601	Media and Diplomacy in International Conflicts: The Arab Israeli Case	2	2

Spring Semester Courses

3351	Positive Psychology	2	2
5746	Digital Activism	2	2
5747	Telling the Story	2	2
7601	Power Dynamics of Information and Technology	2	2

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

5731	Content Entrepreneurship and Innovation	2	2	
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Spring Semester Courses

5736	Content and Impact in the Tech Industry	2	2	
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Elective Workshops

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

Fall Semester Workshops

7718	Advanced Video Production	2	2	
5119	Effective Writing	2	2	

Spring Semester Workshops

5680	Visual Content and Camera Skills	2	2	
5737	Formatting for a Million Views	2	2	

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
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- 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

5376	From Academia to the Industry	2	2	
5681	AI Marketing Intelligence: from Market Research to Tactics with AI	2	2	

Spring Semester Course

7783	Brand Management and Customer Experience	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	
7449	Innovation in Advertising	2	2	

Spring Semester Workshops

7707	Add to Cart: E-Commerce and Affiliate Marketing	2	2	
6860	Between Client and Brand Management	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
5727	Parasocial Marketing	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 Credit Points	Prerequisites
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Mandatory courses

Fall Semester Courses

7892	Ethics and Technologies in the Age of AI	2	2	
7893	Foundation in Technological Thinking, from Programing to AI	2	2	

Spring Semester Courses

5683	Product Acceleration: From Business Strategy to Product Growth	2	2	
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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 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	Content Design for User Experiences (UX)	2	2	
5714	AI Powered for Product Creation	2	2	Product Design {5676}
23472	Designing UI with AI	2	2	

Yearlong Seminar*

Choose one of the following seminars:					
27067	Virtual Reality Experience. Design and User Research Experiences - Research Seminar		6		
5312	Physical-Digital Interfaces Research Seminar		6		
Yearlong Projects Choose one of the following:					
5675	Final project: Product Innovation Bootcamp with the Industry		4		
5144	Final Project: Milab Product Marketing in Hightech Companies		4		
*	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).