

Sammy Ofer School of Communications

BA in Communications

Dr. Amit Lavie Dinur
Dean

Prof. Tal Azran
Director

Ms. Shlomit Stern
Head of Student Administration

Ms. Sharon Shulman
Academic Coordinator

Ms. Yarin Strug
Executive Administrator

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
Year -long					
157	Organizational Behavior	4		4	
Fall Semester					
43	Principles Of Marketing Management	4		4	
Spring Semester					
2318	Integrated Marketing Communications	4		4	

B.A in Communications Program of Studies

First Year

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
Fall Semester Courses					
4048	Preparatory Course: Practicing Academic Writing	2		2	
7017	Introduction to Communications: Theories and Models	2	3	5	
2649	Communications, Culture and Society	2		2	
7197	Introduction to New Media	2	2	4	
7023	Communication English Advanced B	3		0	
7019	Statistics	2	2	4	
Spring Semester Courses					
7305	Introduction to Political Communication	2	2	4	
7045	History of Communication	2		2	
7020	Social Psychology	2	2	4	
7026	Quantitative Research Methods	2	2	4	Statistics
7024	Communication English Advanced A	3		2	Communication English Advanced B

Mandatory Workshops

Fall Semester Workshops

7507	Digital Storytelling	3	3
------	----------------------	---	---

Spring Semester Workshops

2477	From the Tweet to the Broadcast Story	2	2
------	---------------------------------------	---	---

Fall/Spring Semester Workshops

7754#	Podcasting 101 – Creating Audio Content	3	3
-------	---	---	---

7587#	Cross Platform TV Production	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
-------------	-------------	---------------	------------------	---------------------	---------------

Mandatory Courses

Fall Semester Courses

7018	Communication Institutions	2	2	4	
7046	Qualitative Research Methods	2	2	4	
7042	Media Ethics	2		2	
7453	Introduction to Social Network Analysis	2	2	4	
7551	Fundamentals of Humanistic Thought	2	2	4	
2478	Workshop: The art of the pitch and delivering the message	2		2	
7110	Language, Culture And Society	2		2	

Spring Semester Course

7044	Visual Communication: Representation And knowledge	2	2	4	
7633	Introduction to Human Computer Interaction	2	2 Elective	2	
7580	Culture & Identity in a Visual Media Environment	2		2	
7509	Health Communication: PR Strategies of Pharmaceutical Companies	2		2	

Second Year / Specialization in **Digital Influence & Perceptions**

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
-------------	-------------	---------------	---------------------	---------------

Mandatory courses

Fall Semester Courses

7308	Principles of Persuasion and Argumentation	2	2	
------	--	---	---	--

Spring Semester Courses

7711	Media Audiences: Uses, Interpretation and Influence	2	2	
------	---	---	---	--

7710	Influence & Perceptions	2	2	
------	-------------------------	---	---	--

Mandatory Workshops

Fall Semester Workshop

7729	New-Influencers	2	2	
------	-----------------	---	---	--

7718	Advanced Video Production	2	2	
------	---------------------------	---	---	--

Spring Semester Workshops

7715	Storytelling & Message Promotion	2	2	
------	----------------------------------	---	---	--

7717	Strategic Communication: from Creation to Impact	2	2	
------	--	---	---	--

Elective Seminar*

Choose one of the following seminars:

Spring Semester Seminars

7720	Rhetoric and communication	2	2	
------	----------------------------	---	---	--

2658	Content Creation for Viralization in Social Networks: implementation and analysis	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 Marketing

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
-------------	-------------	---------------	---------------------	---------------

Mandatory Courses**Fall Semester Courses**

7308	Principles of Persuasion and Argumentation	2	2	
------	--	---	---	--

Spring Semester Courses

7710	Influence & Perceptions	2	2	
------	-------------------------	---	---	--

Mandatory Workshops**Fall Semester Workshop**

7575	Marketing Strategy	2	2	
------	--------------------	---	---	--

7568	Digital Advertising & Marketing	2	2	
------	---------------------------------	---	---	--

Spring Semester Workshop

7481	Advertising Concepts	2	2	Marketing Strategy
------	----------------------	---	---	--------------------

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

7746	Communication Advisement, Spokesmanship and Crisis Management	2	2	Marketing Strategy
------	---	---	---	--------------------

7458	Social Media Marketing	2	2	Marketing Strategy
------	------------------------	---	---	--------------------

Elective Seminar*
Choose one of the following seminars:

Spring Semester Seminars

7676	Selling Israel: Social Media and Nation Branding	2	2
7321	Youth revolt, Rock Music and the Sixties	2	2
7691	Constructing influencers' image: marketing and charisma	2	2
3096	Gaining virality on social media: Theory and practice	2	2
7753	Prosocial advertising	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 Interactive Communications

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
-------------	-------------	---------------	---------------------	---------------

Mandatory Courses

Fall Semester Courses

7308	Principles of Persuasion and Argumentation	2	2	
------	---	---	---	--

Spring Semester Courses

7684	Cognitive psychology for user experience (UX)	2	2	
7711	Media Audiences: Uses, Interpretation and Influence	2	2	

Mandatory Workshops

Fall Semester Workshop

7693	Interactive Product Design	2	2	
7721	Product Performance	2	2	

Elective Workshops

Interactive Specialization students are required to choose two elective workshops (4 credits total in second year).

Spring Semester Workshops

7600	Product Management in Startup Companies	2	2	Interactive Product Design + Product Performance
7487	User Experience (UX) Design	2	2	Interactive Product Design + Product Performance
7719	Visual design for UX (UI)	2	2	Interactive Product Design + Product Performance

Elective Seminar*
Choose one of the following seminars:

Spring Semester Seminars

7675	Virtual Reality and Embodiment	2	2
7664	Cognitive aspects in UX design	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

Third Year / Specialization in Digital Influence & Perceptions

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
-------------	-------------	---------------	---------------------	---------------

Mandatory Courses

Fall Semester Courses

7734	The Online Arena: Challenges and Opportunities	2	2	
7482	Media and Conflicts in the Digital Age	2	2	
7689	Visual Design for interactive experience	2	2	
7636	Marketing and Digital Media	2	2	

Elective Workshops

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

Fall Semester Workshops

7641	Creativity in Producing & Directing	2	2	Communications, Culture and Society
7735	Doing TikTok: Journalistic Presentation	2	2	

Yearlong Seminar*

Choose one of the following:

7759	Children, Adolescents, and Media	6	6	
7756	Influencers and their followers	6	6	

Yearlong Projects

Choose one of the following:

7760	Content Creation: Research, Produce & Measure	4	5
7745	Cross- Platform Investigative 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 Credit Points	Prerequisites
-------------	-------------	---------------	---------------------	---------------

Mandatory courses

Fall Semester Courses

7482	Media and Conflicts in the Digital Age	2	2	
7689	Visual Design for interactive experience	2	2	
7636	Marketing and Digital Media	2	2	
7667	Consumer Behavior	2	2	

Spring Semester Course

7687	Not For Sale: Digital Branding and Marketing in the Public Sector	2	2	
------	---	---	---	--

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	2	2	Advertising Concepts[7481]
7494	Visual Communication Design	2	2	Advertising Concepts[7481]

Spring Semester Workshops

7449	Innovation in Advertising	2	2	Advertising Concepts[7481]
7707	Add to Cart: E-Commerce and Affiliate Marketing	2	2	

Yearlong Seminar*

Choose one of the following seminars:

7758	Virality - creating a field campaign	6	6
7732	Trends as Marketing Strategy Setters	6	6
7627	Digital Propaganda and Marketing and The Online Discourse around Them	6	6

Yearlong Projects

Choose one of the following:

7708	PR Strategies and Marketing	4	5	Advertising Concepts[7481]
7733	Social Advertising & Marketing	4	5	Advertising Concepts[7481]
7495	Integrated Advertising Campaign	4	5	A grade of at least 85 in Advertising Concepts[7481]

- * 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
-------------	-------------	---------------	---------------------	---------------

Mandatory courses

Fall Semester Courses

7685	Ethics and Technology	2	2	
7667	Consumer Behavior	2	2	
7689	Visual Design for interactive experience	2	2	

Spring Semester Courses

7581	Foundations in Technological Thinking	2	2	
7687	Not For Sale: Digital Branding and Marketing in the Public Sector	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 third year).

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

Fall Semester Workshops

7696	UX Writing	2	2	Product Management in Startup Companies [7600]
7726	Tools for VR Design	2	2	Product Management in Startup Companies [7600]

Yearlong Seminar*

Choose one of the following seminars:

7654	Advanced Ethical aspects of UX design	6	6
7608	Persuasive Technology: Analysis and Design	6	6
7755	Research seminar: virtual reality experiences	6	6

Yearlong Projects

Choose one of the following:

7645	Final Project: Interactive Product Bootcamp	4	5	Interactive Product Design[7487]
7621	Final Project: VR	4	5	Interactive Product Design[7487]

- * 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).