

## Bachelor of Arts in Creative Industries -Course Description

### **LNG 171                      English 1**

LNG 171 exposes students to academic reading and writing skills. It provides instruction and practice in academic reading skills, and requires students to implement writing strategies and participate in classroom discussions. Students will also demonstrate reading comprehension through summarizing and paraphrasing key passages and acquire the skills necessary for success in the first year courses in their major programs. ***Pre-requisite None***

### **GED 110E                      Modern Art Appreciation**

Modern Art Appreciation' is a broad-based (1) theoretical and (2) practical course. It focuses on (1) visual theory, the major modern art movements, such as The Origins, The Islamic Art, The Renaissance Art, The Modern (19th century) Artistic Movements. (2) In addition, students will identify various styles within Modern Art Movements, and apply this knowledge in studio and class assignments. ***Pre-requisite None***

### **GED 198                      Islamic Culture**

The course presents an elementary survey of Islam as a religion and an approach to life. Topics include: the Quran, its names characteristics and miracles, the scientific miracles in the Quran, an introduction to the prophetic heritage (the Sunnah), the history of Islam and the Islamic civilization, Islam's vision of the human being, the universe and life, and the pillars of Islamic faith. Students are invited to reflect on the relationships between Islam and other civilizations. ***Pre-requisite None***

### **MTH 195                      Applied Statistics**

This course is designed for students who need to gain skills in basic statistics. The first part of the course deals with descriptive statistics: data tabulation and graphical presentations, and computation of descriptive measures. The second part covers basic probability theory including the most popular discrete and continuous variables with emphasis on the Normal Distribution. The third part covers application of the Normal distribution to confidence intervals and testing hypotheses. The fourth part covers contingency tables, and linear regression analysis and correlation. ***Pre-requisite None***

### **GED 132E                      Science and Technology in Society**

This course examines the aims, methods and consequences of scientific enquiry in human history, including the impact of scientific and technological advances on societies, cultures and political systems. The course also discusses some of the philosophical disputes prompted by those advances and the political and their ethical implications on societies. ***Pre-requisite None***

### **GED 199E                      UAE Society**

This course is an introduction to the UAE society in its political, geographical, cultural, demographical and social aspects. Students are encouraged to reflect on the evolution of society in view of the fast changes brought by modernization and globalization. Topics include: the Emirates geography and history, aspects of life before and after the Emirates political union, economic and social development, the cultural life before and after the union. ***Pre-requisite None***

## GED 196

## Communication Skills in Arabic 1

يطمح هذا المساق إلى تحقيق مجموعة من المهارات التعليمية الأساسية لبناء شخصية الطالب الجامعي بناءً ثقافياً يوافق حياته المهنية ، ويدفعه نحو آفاق ثقافية تساعده على بلوغ مرحلة متقدمة من مراحل استخدام اللغة العربية في المجال العلمي ، والبحث الأكاديمي.

ويشمل هذا المساق ثلاثة محاور أساسية تنطلق من حاجات الدارسين اللغوية :

- 1- قراءات في مجال الاتصال والتواصل الإنساني .
- 2- قراءات في الثقافة الأدبية : يتناول مجموعة من المقالات والدراسات المتقدمة التي تطرح إشكاليات وقضايا تتلاءم مع أهداف التنمية العلمية والفكرية والثقافية والاقتصادية التي تسعى الجامعة إلى تحقيقها على مستوى الفرد والمجتمع .
- 3- أنشطة البحث العلمي : وتتناول البحث الصفي ومجالاته المختلفة ، اختيار نقطة بحثية وإجراءات معالجتها بدءاً من صياغة

عنوان البحث ، و طرق جمع مادته و كيفية تدوينها و توثيقها ، و صوغ أفكاره وإخراجه في صورته النهائية

### **Pre-requisite None**

## GED 111

## Music Appreciation and Communication

Stimulate music appreciation and communication. Identify factors that promote and inhibit music, music history, music practice and communication via music. Look at popular music and its impact on every-day life. Understand the value of music as part of mass communication and media. Learn the building blocks of music history, music practice and music appreciation. **Pre-requisite None**

## GED 205E

## Psychology in Every Day Life

An introduction to concepts and principles of selected areas of psychology and their applications to daily living. The aim is to foster students' understanding of the self and its interactions with the environment. Topics include: research methodology in psychology, basic neuro-psychology, theories of learning, memory, motivation, development, and intelligence, as well as a focus on health, psychotherapy, and social psychology. **Pre-requisite LNG-172**

## GED 140

## Fundamentals of Innovation and Entrepreneurship

This course is developed for the UAE based on decades of practices and experiences of teaching innovation and entrepreneurship at Stanford University that has fueled innovation and high growth in Silicon Valley. The goal of the course is to equip the next generation of leaders in the UAE with an innovative and entrepreneurial mindset and its related core skills. The course is composed of three modules designed to be taught over a 15-week semester:

Module 1: Design Thinking

Module 2: Entrepreneurship

Module 3: Growth and Leadership

Most sessions include a mix of components: lecture, discussion, interactive activities in class, and open Q & A if an appropriate expert or guest speaker is available. The session descriptions below contain a summary of the session, a list of materials to read and videos to watch before the session, and a set of study questions to contemplate beforehand and to be used in class discussion. **Pre-requisite None**

### **ACC 340 Financial Management**

This course focuses on developing an understanding of fundamental financial management for enhancing success in business. The knowledge and skills acquired by students making a concerted effort to learn will be applicable to a wide range of business contexts including, but not limited to, managing and growing a privately-owned business and being employed in business in a variety of functions (not limited to financial). Topics covered include essential business concepts that impact financial management; financial performance criteria; reading, understanding & analyzing financial statements; interpreting & communicating the results of business performance; the basic impact of taxation on businesses; identifying & obtaining appropriate financial resources; management reporting; and, basic financial planning, budgeting & control. **Prerequisite: BSM 200**

### **BSM 100 The New Business: From Idea to Reality**

This course focuses on the steps necessary for the idea of a visionary to be transformed into a viable business. Topics include idea generation, understanding the market and customer needs, analyzing the competition, the transition from an informal to a formal organizational structure, financing the business, developing realistic budgets and operating within the political, economic, legal and socio-cultural constraints of the external environment. **Prerequisite: None**

### **BSM 200 The Growing Business: Breaking Even**

This course focuses on the firm as it progresses beyond its start-up phase and embraces a more management-focused orientation. Topics covered include governance structures, leadership, human capital recruitment, development and retention, financial stewardship, essential financial tools for decision-making, operations management, industry analysis, strategy development and execution. **Prerequisite: BSM-100**

### **BSM 300 The Mature Business**

This course focuses on the company as it seeks to dominate its markets. Topics include global expansion, tapping into capital markets, initial public offerings, debt financing, financial control, reporting and accountability, encouraging and managing innovation and change, corporate ethics and social responsibility, reputation management, and strategies to thrive in the dynamic external environment. **Prerequisite: BSM-200**

### **CMN 210 Text, Image & Sound**

In the contemporary city, we are surrounded by artifacts, such as advertisements, that attempt to persuade us to buy, believe or behave in certain ways. This course provides students with the analytical tools to understand the ways that text, image and sound work together to create persuasive objects. Using concepts from a wide range of theoretical frameworks related to communication, this course focuses on elements of design and shows how to identify the ways that text, image, and sound interact to create persuasive messages. **Prerequisite: None**

### **CMN 279 Introduction to Professional Communication**

This case-based, interactive course introduces students to contemporary strategies of successful communication in professional contexts. Students learn how to analyze audience, situation, and medium to create messages that respond to practical challenges and build productive relationships. Students develop sensitivity to language and tone, learn to organize and convey ideas and information, and select the best means to accomplish their intended purposes. **Prerequisite: None**

### **CMN 313 Organizational problem Solving/ Report Writing**

Organizational Problem Solving and Report Writing focuses on the selection, treatment and solution of a complex problem in an organization, through the development and preparation of a formal, analytical report. Students learn how to identify a problem, define its purpose, customize a message for multiple audiences, create a work plan, apply primary and secondary research methods, and structure an argument logically and persuasively. Students will strengthen their critical thinking skills as they evaluate findings and formulate conclusions and recommendations. **Prerequisite: CMN 210**

### **CMN 448 Introduction to Visual Communication**

This course introduces students to the study of Visual Communication. Students explore and engage how visual images persuade us to act, think, and feel, and will also learn vocabulary and concepts related to visual meaning-making. Students will focus on the ways images can be rhetorical and persuasive within professional and social contexts and how visual images manipulate and become manipulated by a surrounding visual culture. **Prerequisite: CMN 210**

### **CRI 100 Creative Industries Overview**

This introductory foundation course defines the subject of Creative Industries (CI) as an area of academic study and surveys the various academic and creative disciplines to be covered over the course of the B.A. program in Creative Industries. The course will focus in particular on how each discipline sees the world and on the sorts of knowledge and interpretations that structure these different perspectives on subjects and issues to be covered. Students will explore the advantages and challenges of interdisciplinary study and begin to develop strategies for benefitting the most from their Creative Industries studies. **Prerequisite: None**

### **CRI 200 IP Issues in the Digital Age**

Intellectual Property laws were developed to protect traditional literary, artistic, dramatic and musical works. This course introduces students to the legal principles underlying IP and explores how digital technology and the Internet have changed the rules, upsetting the traditional balance between content creators and content users and undermining many of the business models of the past. Current issues faced by policy-makers related to content use and the exploitation of IP rights will be investigated in the context of their repercussions for creators and creative enterprises. **Prerequisite: CRI 100**

### **CRI 300 Digital Design Studio**

Working effectively in the Creative Industries requires an understanding of media production based on sound principles of digital design. This studio course provides a project-based introduction to developing digital media content for the Web. Using industry-standard software and production practices, student will design and produce digital content. Taking into account current media ecologies, students will learn the basics of graphic design, interaction design, audio/video production and web authoring. **Prerequisite: CRI 200**

### **CRI 301 The Creative Process**

How do creative ideas happen? How can we foster our creativity and the creativity of those around us? What is the nature of creativity in teams and organizations and how can it be facilitated? Utilizing readings drawn from both psychological theories of creativity and management literature on innovation, and exploring the conflicting ideas of creativity theorists such as Abraham Maslow, R.W. Weisberg, Margaret Bodin and Robert Sternberg, this course delves into the dual nature of creativity as both an individualistic process and a product of formal systems of organization, as a synthesis of subconscious thoughts and rational analysis, and as the complex interaction of divergent and convergent thinking. Case

studies will illuminate the creative process within the Creative Industries in terms of the relationship of creative individuals to the commercial context in which their ideas are developed and delivered. **Prerequisite: CRI 200**

#### **CRI 400 Entrepreneurship in Creative Industries**

CRI 400 applies entrepreneurship theory and principles to the practice of entrepreneurship in Creative Industries. Entrepreneurs in Creative Industries drive the creation of new cultural products, firms, and markets, generating new wealth and cultural value. They are visionary change agents who leverage cultural knowledge and talent to produce commercially viable, sustainable and socially desirable cultural products and services. This course will nurture the skills and attitudes of nascent entrepreneurs in the Creative Industries. It will critically review the key characteristics of successful enterprises, entrepreneurs and leaders within the cultural and more commercially focused Creative Industries, it will look at the range of business models that exist, review how best to build a financially sustainable firm, and provide models of entrepreneurial/business support relevant and useful for entrepreneurs in Creative Industries. **Prerequisite: CRI 200**

#### **CRI 402 HR in Creative Industries**

This course exposes students to the dynamic and diverse field of human resources management and provides a foundation in theory and practice for areas such as: human resources planning, recruitment and selection, training and development and compensation. Current events, relevant legislation and future trends are also explored. The course provides students with the fundamentals necessary to effectively manage the human resources function of an organization. **Prerequisite: CRI-301, BSM-300**

#### **CRI 403 Creative Industries Research Methodology**

This course asks how information about the Creative Industries can be collected and analyzed. It surveys research methods that are both useful within the Creative Industries and crucial to studying them. Information retrieval techniques will be reviewed as well as methods of data collection (audience research; content analysis; critical and textual analysis; surveys; interviews; focus groups etc.). Through practical exercises we will develop the research skills that are required of many careers within the Creative Industries (grant, report and policy brief writing etc.) as well as in advanced graduate degrees. **Prerequisite: CRI 301**

#### **CRI 404 Managing Creative Enterprises**

This capstone course builds upon the required B.A. Creative Industries industrial work placement, which must be completed prior to the end of this course. Using the research conducted during their placement, students will undertake a report that analyzes the management systems of their workplace company, assesses its strategic directions, and evaluates its strengths and weaknesses relative to the industrial environment in which it is operating. Course content is designed to facilitate the report by focusing on the organization, operation and strategic planning of creative enterprises and the criteria for appraising their efficacy. **Prerequisite: CRI-400, 402, 403**

#### **CRI 405 Studies in Creative Collaboration**

The image of the solitary artist has given way to the contemporary reality of creative production in many fields that builds upon multidisciplinary expertise on the part of a diverse team to achieve an end product arising from consensus-building and collaboration at many steps in the process. Applying theories of organizational behavior, this course uses case studies and role-playing techniques to examine and familiarize students with best practices in collaborative creative work. **Prerequisite: CRI-402**

### **CRI 406 Global Licensing/Distribution Agreements**

Content creators must have the ability to market and exploit their intellectual property internationally. In this practical course, legal issues and key contractual in distribution and licensing of intellectual property matters are examined in international contexts. Various contracts involving the exploitation of creative content will be examined, including license agreements, distribution agreements, asset and share purchases, joint ventures, and the legal rights and remedies which flow from these agreements. **Prerequisite: None**

### **CRI 475 Internship**

The internship is a pre-professional experience in creative industries, related businesses or academic institutions. It has been established to supplement a balanced academic program, enhance career preparation and improve career readiness. In particular, it is intended to provide students with the opportunity to be creative, to explore, to research, to investigate, and to ultimately make some decisions that may have significant impacts on their future careers. The major goal of an internship is to provide an experience that will enable the student to apply the knowledge and skills acquired within the BACI program. A second goal is to increase students' experiences and knowledge in the creative industries. The internship must take place in a firm whose main activity is related to creative Industries or having a unit in charge of creativity and Innovation. A third goal is to stimulate students' thinking and reflection about the knowledge and understanding that they will gain from such experiences. **Prerequisite: Completion 90 Cr.H. and 2.0 CGPA or more**

### **EBU 200 Introduction to E-Business**

This course defines the formulating business strategy in e-business, providing students with the theoretical and practical foundations necessary for understanding e-Business, the fundamentals of e-Business, its terminologies, concepts, and its infrastructure. Topics include: Concepts and Essentials differences between e-Business as compared to e-Commerce, IS/IT e-Business infrastructure and importantly e-commerce fundamental including its various business models. Introduction to e-business strategies with emphasis on integrated enterprise business operations including supply-chain management, e-procurement, e-marketing and customer relationship management. Legal issues and privacy relating to virtual communities it supporting network infrastructure, performance issues related to e-Business systems. **Prerequisite: None**

### **PLX 111 Imagining the Creative City**

This course begins with a critical overview of cities' historical contribution to creativity. Then we focus on governing, building and living in the creative city by exploring how the pattern and form of cities create opportunities and challenges to an urban future that embraces creativity. Topics covered will include gentrification, design of public space, public transit provision, civic engagement and economic development strategies. **Prerequisite: None**

### **CMN 305 Strategic Public Relation**

This course examines the principles and application of effective public relations in the context of professional communication. Students will study the history of public relations and its role in society today, as well as the concepts underlying the field and how to employ them in strategic planning, image management, advocacy, and media interaction. Learning will be case-based and include practical exercises and simulation activities. **Prerequisite: None**

### **CRI 340 Global Entertainment Marketplace**

This course empowers the students to think critically about the media and its effects on culture by providing a thorough understanding of how media technologies develop, operate, converge, and affect society. This course furthermore prepares students for encounters in the

globally expanding fields of the Internet, interactive media, and traditional media industries through engaging, up-to-date material that covers the essential history, theories, concepts, and technical knowledge needed to thrive. The course provides a comprehensive introduction to today's global media environment and ongoing developments in technology, culture, and critical theory that continue to transform this rapidly evolving industry and affect daily lives around the world. **Prerequisite: None**

### **CRI 430 Canadian Media/Entertainment Industries**

This course surveys the Canadian media and entertainment marketplace, focusing on its economic, political and cultural dimensions. The domestic production of media and entertainment products and services and their national and global distribution are studied together with the business practices and ancillary personnel and services that are required to finance, market and manage these enterprises. Related issues such as government regulations, media ownership and international TV and film production will be explored.

**Prerequisite: None**

### **FSN 132 History of Art 1**

Tracing the broad development in art, design and architecture from the classical period through to the Renaissance, this course will offer an analytical survey of images, objects and buildings that seeks to explain the historical, cultural and social contexts of the production of art broadly defined and to offer a means of understanding stylistic change and its meanings.

**Prerequisite: None**

### **FSN 203 History of Design**

This course introduces students to the study of design history in its cultural context. It will provide an interdisciplinary appraisal of design history and offer an exploration of the supporting social and cultural infrastructure of design. The course will encourage an analysis of design and thereby help to create an understanding of past, present, and future design progression. Students will be encouraged to use Design History as a means of understanding current cultural design contexts and as a means of understanding the global implications of contemporary design production. **Prerequisite: None**

### **RTA 101 Introduction to Media Theory and Practice**

This course provides an introduction to major media and new media theories, art movements and creative practices of the 20<sup>th</sup> and 21<sup>st</sup> centuries. Students learn to think critically about artworks, creative experiments and media. The course culminates in a major assignment where each student delves deeply into a specific theory to examine artworks, current creative practice or the audience's relationship to media. **Prerequisite: None**

### **RTA 427 Business of Music 1**

This course will explore the history of the music business, music industry organization and the roles of record companies, publishers, songwriters, unions and managers. Topics include A&R, marketing, promotion, sales, business affairs, finance and the use of music in film, TV, and advertising. **Prerequisite: None**

### **IDF 200 Introduction to the World of Design**

This lecture course introduces interior design as an integrated industry as well as a highly creative discipline. Students will explore contemporary design in its socio-economic, environmental and cultural contexts. Residential, hospitality and corporate environments, as well as strategic retail applications will be studied in a global perspective. **Prerequisite: None**

### **MKT 330 Digital Luxury**

This course is designed to enable the student to understand the different web applications relevant for luxury and the challenges that arise when transferring a luxury brand to the digital environment and how to overcome the obstacle of two seemingly contradictory worlds. This class focuses on the analysis of the online strategy and development of the luxury industry online in general but also in the UAE, tracing the evolution of the Internet from a means of communication to a trade and distribution channel. It provides students with a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online, particularly in the UAE. **Prerequisite: None**

### **IDF 309 Sustainable Design**

What is sustainable design? It is a moving target. Health has always been a key part of the picture, but often took second billing to energy saving. This class examines sustainable design through the lens of health and wellness relative to the built interior environment. Students review and write a report from current publications focused on global sustainability. ([www.greendesignrsid.blogspot.com](http://www.greendesignrsid.blogspot.com)). The class will apply the categories of the commercial WELL Building Standard to residential uses and publish as a document on the class website. **Prerequisite: None**

### **IDF 100 Elements and Principles of Design**

This course focuses on the elements and principles of design. As ordering systems, the aim is to enhance students' knowledge and technical skills relating to their meanings, the parameters involved, the interpretations and their manifestations in natural and man-made contexts. It touches on their roles in the complex nature of design as a creative process and as a product with the objective to achieve a change in the environment and in people's lives. A parallel emphasis is placed upon exploring the varied approaches towards each principle in view of contemporary positions. The line, texture, color, light will be investigated together with the main principles such as balance and proportion. Students will achieve the required competencies through lectures, readings and hands-on analytical exercises. The exercises will cover published and real settings. They will progress from the analysis of natural contexts to that of 2D and 3D man-made formulations with a focus on selected elements and principles progressively. **Prerequisite: None**

### **IDF 250 Contemporary Art and Design**

This introductory course in the evolution of art and design examines visual and material culture studying the past one hundred years within the context of constructions of identity and place. It provides background for a study of the design disciplines. Areas covered include art, architecture, interior design, furniture, graphic design and industrial design. The research method of Evidence Based Design is introduced to direct the process of decision making relative to the built environment. **Prerequisite: None**

### **IDF 301 Leaping Fences: New Directions in Design**

This advanced course will examine the nature of creativity and the cultural implications of the creative act through lectures, reading, seminars and field trips. Students will investigate the boundaries of interior design and related design professions such as art, architecture, graphic and industrial design, film and virtual environments. **Prerequisite: IDF-100, 200, 250**

### **CRI 461 Big Night Project**

Teams of students propose, budget, finance, market (online and offline) and execute an ambitious event open to the public in the fashion industry. Marketing should take place offline and online, including the use of relevant social media to promote the event appropriately. The proposal create must be related to at least one of the chosen of concentrations. With faculty



guidance and mentor support, students work with outside professionals and content creators and additionally to the event provide a substantive report on the event's impact.

**Prerequisite: Completion of 90 Cr Hrs**

### **DES 121 Design Theory**

DES-121 represents the foundation for the expansive exposure to the theoretical context of design and design activity. It aims at enhancing understanding the meaning and the context of design and the skills of analyzing it. In particular, it focusses on the interpretation of design as formally and creatively shaping human beliefs and experiences, the design process and its vocabulary, the design elements and principles and their manifestations in natural, abstract and man-made contexts. It also addresses the skills of analyzing selected examples and settings to reveal their implicit structures and to link these to the specific factors that have shaped them. The course will provide the basic conceptual foundation for the history courses that will follow. The course progresses from an exploration of the meaning of design and its process to an understanding of the elements and principles to culminate finally in an exploration of a particular spatial setting. To achieve these intents, structured lectures, assignments and site visits will be utilized. **Prerequisite: None**

### **DES 221 History of Architecture and Design**

DES-221 touches the significance of awareness about history in the education of the architect and the interior designer. It focuses on the development of architecture and interior design from the early beginnings to the 19<sup>th</sup> century. It examines the manifestation of culture into built form; the architectural and interior design canons and their connections to the natural and cultural factors that have shaped and sustained them over time, their detailed particularity and their key textual and visual details. It also emphasizes the analyses of styles, periods and examples and the presentation of their outcomes and patterns. The course progresses in describing the early formulations to Mesopotamia, Egypt, Greek, Roman, Byzantine, Romanesque, Gothic, Renaissance, Baroque and the 18<sup>th</sup> century. To achieve this and in addition to lectures, presentations, seminars and research assignments are utilized.

**Prerequisite: LNG-171 & DES-121**

### **IDF 300 Strategic Thinking and the Deep Dive**

This hands-on course in design methodology and process introduces students to collaborative problem solving in a design context. The aim is to enhance knowledge about the varied models of the design process, the stands on the quality of design outcomes and their corresponding links to contemporary design positions. On the detailed level, it aims at developing the skills of analyzing design problems and of formulating unique design responses to them. Emphasis will also be placed on the conventions and requirements of each design stage. The course will progress with theoretical input in parallel with analysis and design formulation exercises. These will cover the analysis of past design products, identifying the tangible and intangible dimensions of design problems and formulating design responses in view of prescribed criteria of appropriateness. It will progress from 2D and 3D abstract formulations into 3D functional problems. It will touch on thematic approaches, mind mapping, diagramming and storyboarding techniques used in generating and communicating conceptual directions for products, services or experiences. Development of communication and presentation techniques, research, critical and conceptual modules are also taught. **Prerequisite: IDF-100, 200, 250**

### **RTA 315 Business of Creative Media**

An introduction to business practices and issues within the creative industries. Students are introduced to the business, operational and legal practices of the media. Students explore how these diverse businesses function within the regulatory environment domestically and internationally. Students learn about business applications, as well as the legal/regulatory

framework that media professionals operate in, and will explore ethical issues for media and business in general. **Prerequisite: None**

### **RTA 402 Social Media**

Students will learn how to leverage established and emerging social media platforms for specific purposes such as marketing, storytelling, research, branding, collaboration, etc. Through case studies and hands-on practice, students will gain an understanding of social media strategy, metrics, and best practices. The effects of social media on storytelling, media production, audiences and culture will be explored. This subject explores the technologies and development methodologies behind social networks. Beginning with a short history of group communication through technology, the course moves onto an examination of various social media platforms. Students work on creating and experimenting with various social media sites and platforms using a variety of digital tools. **Prerequisite: None**

### **RTA 408 Business of Producing 1**

From the vantage point of the independent producer, students study the business and legal aspects of independent productions. Students examine how producers work with broadcasters, content creators, film, radio, television producers, internet channels, interactive and transmedia platforms, funding agencies and financiers. Students also explore the business aspects of pitching (selling), developing, financing, producing, post-production and commercial exploitation/distribution of creative media properties. **Prerequisite: None**

### **RTA 418 Ethics in Media**

This course explores ethical and legal case studies in a business context, analyzing problems that arise in typical broadcasting and new media environments as well as in film, television, and radio programming. The student's responsibility to society and the ethical choices they will be required to make are reflective of the legal framework (both regulatory and statutory) within which they will be working. **Prerequisite: None**

### **CRI 350 Art and Business of Gaming**

Video games constitute one of the most dynamic and growing segments of the Creative Industries. This course explores the history, aesthetics, and cultural impact of video games while familiarizing students with the production, distribution and marketing processes that have evolved to stimulate this young industry. Issues confronting the video game industry as well as applicable developments in design and technology will be among the topics covered. **Prerequisite: None**

### **CRI 420 Media Regulation and Communication Policy**

This course looks at the institutional and legal structures of media and communication internationally. Drawing on texts and perspectives from important thinkers and analysts such as Lawrence Lessig, Marc Raboy, Peter Grant, and Robert McChesny, we will examine the policy frameworks that shape broadcasting, print, digital and internet, music and more. We will also consider various crosscutting communication policy issues such as copyright, production quotas and subsidies and human rights. Recommended only for students in third or fourth year **Prerequisite: None**

### **RTA 404 Advanced Media Management**

In this course, students will learn about organizational behavior in the media industry. Topics will include theories of employee motivation, individual behavior, interpersonal and organizational communication, perception and personality in organizations, work attitudes and values, team dynamics and effectiveness, organizational power and politics, conflict and negotiation, leadership, and stress management. **Prerequisite: None**

### **RTA 415 Legal Issues in Media**

This course will provide students with a general familiarity and understanding of the concepts and legal process inherent in the business of content production, broadcasting and communications and the typical forms of agreements employed therein. Topics to be covered include copyright, contracts, license agreements, clearance of program rights, financing and legal issues relating to the internet and multimedia. Issues in entertainment law will also be reviewed, as will government regulation of the broadcasting and multimedia industries.

***Prerequisite: None***

### **RTA 488 International Media Storytelling**

This course explores the opportunities and challenges of developing media content for the world market. The course will focus on international co-production and distribution of television, internet and other platforms. It will include an exploration of the development process of being a storyteller and media producer and executive for a global audience.

***Prerequisite: None***

### **FSN 101 Textiles**

This course is an introduction to textiles and fibers: the general concepts of durability, comfort and care are related to the serviceability of fibers, yarns and fabric construction. In the laboratory time the students examine and compile a book of fabric samples, which illustrate the concepts discussed in the lecture. ***Prerequisite: None***

### **FSN 199 Fashion: The Industry**

This course is an overview of fashion, from its history, cyclical nature and development to the materials, producers, and retailers who impact the business on a global level. The latest industry trends impacting the people, principles, practices, and techniques of fashion business will be explained. ***Prerequisite: None***

### **FSN 200 Fashion Studio**

This studio course allows students to experience and test a range of fashion practice models. Research, design methods, production techniques, presentation and communication of the studio work and ideas will be the focus of the studio course. The studio content will be based on concepts, techniques or a specific genre of fashion practice. Each studio offering will include aspects of design development, communications and how to realize prototypes.

***Prerequisite: None***

### **FSN 223 Fashion Concepts and Theory**

This lecture course introduces students to the study of fashion within an interdisciplinary context. It will examine issues such as diversity, identity, aesthetics, consumption, authorship and new media and place these within a sociological, cultural, historical and business context. Fashion will be examined in relation to media and marketing, health and well-being, globalization and culture, and the arts. ***Prerequisite: None***

### **FSN 400 Fashion in International Markets**

This course will focus on the background of trade in textiles, the complexities of international marketing in fashion and apparel sector. Economic, political, historical, cultural and business trends will be explored to determine the issues facing a fashion marketer in today's global business environment. A framework for analysis of identification of opportunities will be the focus of this course with the development of an appropriate export business plan.

***Prerequisite: FSN 223, FSN 199***

### **MKT 300 Fashion Marketing**

The marketing of fashion goods and services presents a variety of opportunities and challenges. Therefore special attention needs to be paid to those market segments, not only including apparel but also home goods and other design-driven products related to fashion. Fashion marketers need to develop and apply marketing strategies that meet consumer needs, create value and generate profit in a very dynamic market environment characterized by fierce competition. Topics in this course include: consumer and buying behavior in the fashion market, market research, market segmentation, product planning and positioning, pricing, retailer relationships and branding in the fashion marketplace. **Prerequisite: None**

### **MKT 420 Luxury Brand Management**

This course is designed to enable the student to understand the specifications of the luxury market as well as to identify the core market segments in which global luxury players operate. Moreover students will be able to recognize key elements of luxury branding and its management and simultaneously deepen their understanding of the brand's role in the market and the need for customer-oriented management stemming from it. The course emphasizes the particularities of luxury brand management and topics include: Key success factors and core markets in luxury, luxury branding and management, managing creativity, communications and channels, retailing, licensing and consumer-brand relationships. **Prerequisite: MKT-330**

### **CMN 211 Language and Power**

Powerful texts such as influential news stories, government policies and legal decisions help shape our lives. Using concepts from critical discourse analysis, this course introduces students to the basic analytical vocabulary and tools to understand ways that powerful texts work. Students will learn to identify the linguistic techniques that characterize the important documents that affect our social worlds. They will have opportunities to respond to these texts. **Prerequisite: CMN-210**

### **RTA 402 Social Media**

Students will learn how to leverage established and emerging social media platforms for specific purposes such as marketing, storytelling, research, branding, collaboration, etc. Through case studies and hands-on practice, students will gain an understanding of social media strategy, metrics, and best practices. The effects of social media on storytelling, media production, audiences and culture will be explored. This subject explores the technologies and development methodologies behind social networks. Beginning with a short history of group communication through technology, the course moves onto an examination of various social media platforms. Students work on creating and experimenting with various social media sites and platforms using a variety of digital tools. **Prerequisite: None**

### **CMN 269 Countercultural Communication**

This course examines the complex relationships between conventional and countercultural communication practices. Investigating countercultural forms, spaces, and acts such as graffiti, comix, memes, zines, culture jamming, body modification, viral videos, and others, the course will consider how these novel and often subversive communication practices influence and alter conventional forms. Countercultural communication can drive innovation; its original voices, forms, practices and idioms can be adapted and applied to bring new life and power to conventional contexts and forms. **Prerequisite: CMN-211**

### **CMN 470 Risk and Crisis Communication**

All organizations must manage risk and crisis in order to avoid damage or ruin. This course investigates the components of risk and crisis management and the media channels, including social media platforms, available to communicate related messages to an organization's audiences. Using case studies, video clips, and practical applications, students will understand and analyze the process of perceiving, handling, and communicating about risk and crisis and gain experience in these areas through online simulations. ***Prerequisite: RTA-402***

### **CMN 402 Theorizing Communication**

This foundational course introduces students to the main schools of thought that comprise communication theory. Its objectives are to understand the interdisciplinary complexity that constitutes communication studies, to appreciate how theories allow scholars to build a body of knowledge in an organized and synthesized way, and to explore how the theories presented have implications and applications in our own lives as communicators. ***Prerequisite: None***

### **CMN 450 Participatory Media Communication**

Students will investigate the critical and technological facets of participatory culture. Individuals with Internet access have the ability to take part in digital conversations on topics ranging from entertainment to politics. Skills in the digital composition of text, image, and audio are developed through the production of podcasts, video, blogs, and other platforms. These compositional and technical skills will be deployed using strategies that move consumers of media to become media producers participating in digital dialogues. Students will also explore ethical aspects of participatory culture. ***Prerequisite: None***

### **NNS 325 The Business of Journalism**

The traditional business models are threatened by technological and demographic changes that are forcing a transformation of journalistic practice. Students will examine the new forms of journalism that exploit the new technologies, including blogging and citizen journalism, and the strategies being used and developed to monetize them. ***Prerequisite: None***