Master of Arts (MA) in Digital Communication & Social Media

Learning Outcomes: Knowledge and Understanding, Cognitive Skills, Practical Skills, Transferable Skills	
1. Knowledge and Understanding	
Outcomes	Upon completion of this program students should have acquired: 1. Systematic knowledge and understanding of the theories, processes, techniques, and current role of communication in digital and social media. 2. Understanding of the professional practices in the field along with current intellectual challenges and scholarly and entrepreneurial techniques. 3. Understanding of the implications of the web and social media for online collaboration and interactivity, information sharing, and networking.
2. Cognitive Skills	
Outcomes	Upon completion of this program students should be able to: 1. Identify and solve communication issues combining appropriate theory and techniques. 2. Analyze communication issues using suitable theoretical knowledge. 3. Assess and decide upon the appropriateness of different research methods and techniques for traditional and new media decision making purposes 4. Demonstrate critical thinking skills in planning and dealing with complex issues for digital and social media communication issues by applying traditions of research and inquiry.
3. Practical Skills	
Outcomes	Upon completion of this program students should be able to: 1. Formulate a comprehensive communication digital and social campaign for an organization. 2. Develop and implement clear research plans using appropriate methodologies. 3. Determine and lead the development of sophisticated, effective web and social-based communications solutions. 4. Demonstrate the ability to act independently as a communication consultant and implement recommended solutions. 5. Generate original and assess content for the web, mobile and social media. 6. Monitor and evaluate online presence and performance in a digital context.
4. Transferable Skills	
Outcomes	Upon completion of this program students should be able to: 1. Communicate effectively orally and in writing across digital platforms and in person. 2. Manage time and work to deadlines efficiently. 3. Effectively use information and communication technology. 4. Be self-directed and able to act autonomously in planning and implementing projects at professional levels.