Drive Connections in the Real World

MASTER OF ARTS (MA) IN DIGITAL COMMUNICATION & SOCIAL MEDIA

The MA in Digital Communication & Social Media prepares a new generation of knowledgeable and competent communication practitioners who can successfully navigate and shape the digital environment.

www.acg.edu/graduate
Overview
Digital and social media have radically transformed the way people communicate and do business. It has become imperative for the next generation of communication professionals to master skills in developing and distributing compelling content on social media. The MA in Digital Communication & Social Media degree is a specialist graduate program for students who aspire to plan, design, implement and evaluate digital communication and social media strategies in private, public and non-profit settings. The program provides an integrated study of fundamental communication theory as well as practical skills in crafting and delivering content through digital and social platforms.

The main aims of the program are for students to develop:
- A systematic understanding of communication theory spanning traditional and digital media.
- The ability to apply communication knowledge to a range of digital and social media platforms, taking into account the wider technological, ethical and legal aspects of the environment in which organizations operate.
- A critical awareness of current digital and social media issues, methodologies and solutions that affect communication practice in the field.
- A sufficient awareness of communication methods, skills and knowledge that will enable students to act independently as digital and social media professionals.

Student & Graduate Profile
The MA in Digital Communication & Social Media is designed for recent graduates from all disciplines as well as for working professionals from a broad cross-section, educators, lawyers, entrepreneurs, consultants, and community/NGOs managers.

The program prepares graduates for career opportunities in communication and marketing departments, digital marketing, social media and advertising agencies, as well as in consulting and digital start-ups across sectors. Indicative careers include:
- Social Media/Digital Communication Manager
- Brand/ Digital Marketing Manager
- Blogger/ Social Media Copywriter
- Media Relations Representative
- Online Community Engagement Manager
- Social Media Specialist/Consultant

Learning Outcomes
Upon successful completion of this program, participants should be able to:
- Demonstrate knowledge and understanding of theoretical frameworks and practical methods for engaging and communicating with audiences through digital and social media.
- Analyze and appraise the context and implications of the internet and social media for online collaboration, interactivity, information sharing, e-commerce, and networking.
- Develop and assess the effectiveness of digital and social media communication strategies.
- Generate and evaluate digital content using appropriate method and tools.
- Select and apply current technologies in digital communication program design and evaluation.
- Develop and implement clear research plans, using appropriate methodologies.

Communicate ideas and arguments effectively, in written/digital formats, orally and through formal presentations

Program Structure
Students must successfully complete 10 graduate level courses, representing a total of 30 US credits as described in the table below.

Flexible Study & Course Duration
The program may be completed in one year (full-time) or up to three years (part-time). Classes run during weekdays, Monday to Thursday, 18:00-21:00. New students are admitted at the start of the Fall and Spring Terms.

Career Services & Placement Opportunities
DEREE graduate communication students and alumni also benefit from the ALBA Graduate Business School Services which include: career coaching, participation in career events and workshops, participation in the ALBA annual career forum, one-to-one career advice sessions, direct mail list for job posts and career advice. DEREE graduate students receive further support from the DEREE Office of Career Services, which has placed thousands of DEREE graduates since 1976.

Tuition & Scholarships
DEREE – The American College of Greece aims to attract the highest quality graduate applicants regardless of their ability to finance their education. For this reason we offer scholarships covering a portion of the cost of tuition to all applicants who have demonstrated exceptional academic performance. A discount policy is also in effect for organizations and ACG alumni. For more information on eligibility contact our admissions office or visit: www.acg.edu/financing-your-education.

Admission to the Program
Applicants should demonstrate:
- Competence to undertake graduate work: a College or University degree.
- Evidence of Proficiency in the English language: TOEFL, IELTS, Proficiency, or GCE
- Motivation and or Relevant experience to specialize in this area: Evidence of strong motivation to work in communication related areas will be sought in the interview and the personal statement submitted with the application form.

CONTACT OUR OFFICE OF ADMISSIONS
For more information on how to apply, fees and our scholarship program visit our website: www.acg.edu/graduate or contact the Office of Admissions, tel.: +30 210 600 2208 or e-mail: graduate@acg.edu. Online application: www.acg.edu

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<th>MASTER OF ARTS (MA) IN DIGITAL COMMUNICATION AND SOCIAL MEDIA</th>
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<td><strong>Required Communication Courses:</strong></td>
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<td>Applied Communication Theory</td>
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<td>Advanced Media Writing and Techniques</td>
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<td>Applied Communication Research Methods</td>
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<td><strong>Required Digital &amp; Social Media Communication Courses:</strong></td>
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<tr>
<td>Digital Media and Computer Mediated Communication</td>
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<td>Strategy, Planning &amp; Design of Digital &amp; Social Media Campaigns</td>
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<td>Production Lab I: Web Design and Development</td>
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<td><strong>Elective Courses (3 from the list):</strong></td>
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<td>Digital and Social Analytics</td>
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<td>Content Strategy</td>
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<td>Social Networks Behavior</td>
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<td>Production Lab II: Advanced Web Development with Content Management Systems</td>
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<td>Brands and Digital Branding</td>
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<td>UX – User Experience &amp; Responsive Design</td>
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<td><strong>Capstone Project or Dissertation</strong></td>
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<tr>
<td>Capstone Project: The Digital Start-Up Challenge or Thesis in Communication</td>
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DEREE - The American College of Greece accepts students of any race, color and national or ethnic origin and does not discriminate in its programs