The MA in Digital Communication and Social Media prepares students to successfully enter professional markets with solid skills that will allow them to navigate and shape the digital and social media environment.

www.acg.edu/graduate
Overview

Digital and social media have radically transformed the way people communicate. It has become imperative for the next generation of communication professionals to master skills in authoring, designing, planning, presenting, and distributing compelling content over the new media. The MA in Digital Communication and 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 across media as well as practical skills in crafting and delivering content through digital and social platforms.

The main program aims are for students to develop:

- A systematic understanding of communication theory in traditional and new media;
- The ability to apply communication knowledge and understanding 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 range and critical understanding 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 to serve recent graduates from all disciplines, practitioners from across industries, educators, lawyers, entrepreneurs, consultants, and community/NGOs leaders alike who wish to extend their knowledge and skills by gaining specialization in digital and social media communication. The program prepares graduates for career opportunities in all communication-related professions relating to e-commerce, corporate communication, advertising, campaign design, ICT, etc.

Flexible Study & Course Duration

The program may be completed in one year (full-time) or up to three years (part-time). Classes run Mondays to Thursdays from 18:00-21:00. New students are admitted at the start of the fall and spring terms.

Learning Outcomes

Upon successful completion of this program, participants should be able to:

- Demonstrate systematic knowledge and understanding of the theories, processes, techniques, and current role of communication in digital and social media;
- Formulate a comprehensive communication digital and social campaign for an organization;
- Determine and lead the development of sophisticated, effective web and social-based communications solutions;
- Act independently as communication consultants and implement recommended solutions;
- Generate original content for the web, mobile and social media;
- Monitor and evaluate performance in the web and social media context.

Program Structure

Students must successfully complete 10 graduate level courses, representing a total of 30 US credits.

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<thead>
<tr>
<th>Required Communication Courses:</th>
<th>Required Digital &amp; Social Media Communication Courses:</th>
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<tbody>
<tr>
<td>Media and Communication Theory</td>
<td>Digital Media and Computer Mediated Communication</td>
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<td>Advanced Media Writing and Techniques</td>
<td>Strategy, Planning &amp; Design of Digital &amp; Social Media Campaigns</td>
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<td>Applied Communication Research Methods</td>
<td>CN Production Lab I: Web Design and Development</td>
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<th>Elective Courses (3 from the list):</th>
<th>Capstone Project or Dissertation</th>
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<tr>
<td>Digital Research Methods and Social Analytics</td>
<td>Capstone Project in Digital Communication &amp; Social Media or</td>
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<td>Authoring and Narrative in Social Media</td>
<td>Dissertation in Communication</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>Personal Branding Communication in Social Networks</td>
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<td>UX – User Experience &amp; Responsive Design</td>
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Career Services & Placement Opportunities

DEREE graduate communication students and alumni 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. Also, 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.

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 our Office of Admissions, telephone: +30 210 600 2208 or email: graduate@acg.edu.

DEREE - The American College of Greece accepts students of any race, color and national or ethnic origin and does not discriminate in its programs.