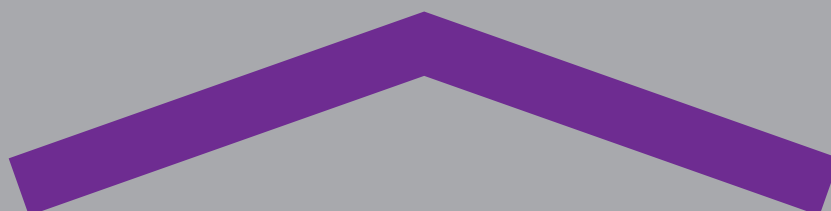




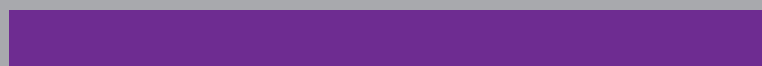
School of Graduate  
and Professional  
Education



# Graduate Diploma in Digital and Social Media

The Graduate Diploma is an advanced-level academic credential designed for professionals who wish to specialize in the digital communication area in order to enhance their career potential.

Whether you are a communications professional wishing to gain an in-depth understanding of contemporary digital communication practices, or a graduate with a different academic/professional background, the program will help you acquire the necessary skills to succeed in the promising field of digital communication.



Deree – The American College of Greece is accredited  
by the New England Commission of Higher Education.

# Graduate Diploma in Digital and Social Media



## Overview

Social and digital media are now the mainstream way to engage, listen to, and communicate with an organization's audiences. An integrated and multi-channel social media strategy is a necessity for all organizations seeking to achieve their objectives. The Graduate Diploma in Digital and Social Media enables professionals tasked with advertising, branding, public affairs, strategic communications (internal or external), or community engagement, to plan, execute, and assess comprehensive and effective digital and social media campaigns for private, public, or non profit organizations. Through a combination of lectures, projects, cases, and lab work, participants develop expertise in social media planning, digital campaign management and evaluation, in order to craft authentic and effective content for their organizations and communities. The program offers a blend of theory and practice, and is an ideal option for communication or marketing professionals who wish to update their knowledge and skills, or for people working in other fields who wish to change careers.

## Program Structure

Students must successfully complete 5 graduate-level courses, representing 15 US credits that are cross-listed with the MA in Digital Communication and Social Media program. Upon successful completion of the graduate diploma students are eligible for entry in the MA in Digital Communication and Social Media degree, towards which they can transfer the three core graduate diploma courses (9 credits).

### Required Courses

Applied Communication Theory  
Content Strategy  
Digital and Social Media Strategy

### Elective Courses (2 from the list)

Digital and Social Analytics  
UX–User Experience and Responsive Design  
Brands and Digital Branding  
Digital Media Production

## Learning Outcomes

The program aims to:

- Provide students with advanced foundations of contemporary digital and social media communication theories and methods.
- Expose students to emerging concepts, issues, and trends in digital and social media.
- Enable students to effectively plan, execute, and assess comprehensive and effective social media campaigns.
- Provide students with hands-on experience in developing and evaluating digital and social media content.

## Flexible Study & Course Duration

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

## Admission to Program

Applicants should be able to 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.

## Tuition & Scholarships

Deree strives to provide opportunities to students regardless of their ability to finance their education. For this reason, we offer scholarships to all applicants who have demonstrated exceptional academic performance. A discount policy is also available for organizations and ACG alumni. For more information on eligibility, contact our admissions office or visit: [www.acg.edu/graduate-financial-assistance](http://www.acg.edu/graduate-financial-assistance).

## CONTACT OUR OFFICE OF ADMISSIONS

For more information on how to apply, fees and our scholarship program visit our website: [www.acg.edu/graduate](http://www.acg.edu/graduate) or contact the Office of Admissions: +30 210 600 2208 · [graduate@acg.edu](mailto:graduate@acg.edu)  
Online application: [www.acg.edu](http://www.acg.edu)

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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*