

# Master of Arts (MA) in Advertising Communications

## Learning Outcomes: Knowledge and Understanding, Cognitive Skills, Practical Skills, Transferable Skills

### 1. Knowledge and Understanding

<b>Outcomes</b>	Upon completion of this program students should be able to demonstrate:  <ol style="list-style-type: none"><li>1. Explain advertising theories and concepts from the social, ethical, and industry perspectives</li><li>2. Develop advertising campaign strategies and plans through applying relevant theories and concepts</li></ol>
-----------------	--

### 2. Cognitive Skills

<b>Outcomes</b>	Upon completion of this program students should be able to:  <ol style="list-style-type: none"><li>1. Use data and information to solve advertising problems and produce solutions</li><li>2. Generate novel insights, creative concepts and ideas for advertising theory or practice</li></ol>
-----------------	---

### 3. Practical Skills

<b>Outcomes</b>	Upon completion of this program students should be able to:  <ol style="list-style-type: none"><li>1. Design and conduct appropriate research for advertising</li><li>2. Evaluate the effectiveness of advertising campaigns</li></ol>
-----------------	--

### 4. Transferable Skills

<b>Outcomes</b>	Upon completion of this program students should be able to:  <ol style="list-style-type: none"><li>1. Communicate effectively in oral and in writing</li><li>2. Demonstrate effective client service skills</li></ol>
-----------------	---