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

The MA in Digital Communication and Social Media was the first Master’s degree program in Greece focusing on social media. It offers innovative courses and practical knowledge to prepare a new generation of knowledgeable and competent communication practitioners who can successfully navigate and shape the digital environment.

Deree – The American College of Greece is accredited by the New England Commission of Higher Education.
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Overview
The digital and social media revolution has dramatically changed the way we learn, exchange information, communicate, consume, play, and work. For years, we have been witnessing the transition from an analog to a digital society, and the expansion of digital and internet media into all areas of our lives. As the industry rapidly grows, there is increasing demand for digital media specialists, people who are skilled in digital communication and media. The MA in Digital Communication and Social Media is designed to meet this growing need in the market. It 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.

Student & Graduate Profile
The MA in Digital Communication and Social Media is designed for graduates from all disciplines, as well as for working professionals from a broad cross-section: educators, lawyers, entrepreneurs, consultants, and community/NGO managers. The program also welcomes communication professionals who wish to enhance their educational qualifications and their career opportunities. The aim is to recruit a qualified and diverse group of students, ensuring a quality and collaborative learning experience for everyone involved in the program.

Learning Outcomes
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. 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.
- Use appropriate methods and tools to generate and evaluate digital content.
- Select and apply current technologies in digital communication program design and evaluation.
- Use appropriate methodologies to develop and implement clear research plans.
- Communicate effectively ideas and arguments and deliver presentations in oral, written, digital or combined formats.

Flexible Study & Course Duration
The program can be completed in one year (full-time) or up to three years (part-time). Classes run Monday to Thursday. Only for Fall Term 2019, classes will run from 18:00-21:00. From Winter 2020 onwards, classes will run from 18:30-21:30. Fridays are reserved for make-up classes and other academic activities, such as master classes, workshops, lectures, talks, etc. New students are admitted at the start of the fall, winter, and spring terms. Completing the program in one year is possible only for students who begin their studies in the fall term.

Career Services & Placement Opportunities
Deree graduate students receive support from the Office of Career Services, which help them connect with the 50,000 ACG alumni around the globe, expand their professional network, and gain access to various job positions. Our graduate students and alumni may also benefit from the Alba Graduate Business School Services, including career coaching, participation in career events and workshops, participation in the Alba annual career forum, one-to-one career advice sessions, and a direct mail list for job posts and career advice.

Admission to Program
Applicants should demonstrate competence to undertake graduate-level study and research in the field of communication studies and/or digital media. A college or university degree is required. Evidence of proficiency in the English language: TOEFL, IELTS, Proficiency, or GCE. Given that the field of digital media includes so many different areas of training, graduates of this program may pursue careers in communication and marketing departments, digital marketing, social media and advertising agencies, as well as in consulting positions and in digital start-ups across sectors (private, public, non-profit, small business, services, or self-employed). Indicative careers include: Social Media/Marketing Manager, Brand/Digital Marketing Manager, New Media Publishing professional, Blogger/Social Media Copywriter, Media Relations Representative, Online Community Engagement Manager, Social Media Specialist/Consultant. Program graduates will also be able to engage in research or continue on to doctoral programs.

Curriculum
Digital Communication Manager, Brand/Digital Marketing Manager, New Media Publishing professional, Blogger/Social Media Copywriter, Media Relations Representative, Online Community Engagement Manager, Social Media Specialist/Consultant. Program graduates will also be able to engage in research or continue on to doctoral programs.

Required Communication Courses
- Applied Communication Theory
- Applied Communication Research Methods
- Quantitative Research in Communication

Required Digital and Social Media Communication Courses
- New Media Theory and Research
- Digital and Social Media Strategy
- Web Design and Development
- Content Strategy

Elective Courses (3 from the list)
- Digital and Social Analytics
- Digital Media Production
- Brands and Digital Branding
- Social Networks Behavior
- Advanced Web Development
- UX – User Experience and Responsive Design
- Advanced Media Writing and Techniques

Eligible students who demonstrated skills and knowledge will be able to specialize in areas of contemporary industrial and consumer communication. Additionally to her academic career, she has extensive hands-on experience, as a communications consultant in the fields of cultural and corporate communication.

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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.