



School of Graduate  
and Professional  
Education



# Master of Arts (MA) in Advertising Communications

The MA in Advertising Communications is a pioneering program in Greece that meets the growing industry demand for trained professionals in the art, science and practice of advertising. It is an advanced program of study which artfully bridges up-to-date theoretical knowledge with the practical skills required by the industry.

The program adopts a 360°, holistic view of advertising theory and practice, exposing students to the multiple facets of advertising, uniquely balancing its creative and strategic planning sides.



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



## Master of Arts (MA) in Advertising Communications

### Why pursue an MA in Advertising Communications at Deree

- Explore your creative, communication and management skills in a number of hands-on workshops, training exercises and simulations which bridge theory and practice, undertaking a variety of roles, including strategic planner, art director, copywriter, media planner and account handler.
- Obtain an advanced theoretical foundation in advertising communications and master the dynamics governing the marketplace, regarding both consumer and brand behaviors.
- Participate in the development, execution and evaluation of advertising campaigns for diverse platforms, including broadcast, print, outdoor and digital media.
- Design and conduct research, with the purpose of generating unique insights and strong creative ideas, to produce messages that can resonate across a variety of media.
- Accelerate your career in the fascinating and challenging world of advertising agencies, through opportunities to participate in internships and workshops, organized in collaboration with leading advertising and branding firms.
- Develop the necessary professional and interpersonal skills that will allow you to manage and communicate impactfully with teams, clients and partner agencies.

### Student & Graduate Profile

The MA in Advertising Communications is designed for graduates from all disciplines, as well as communication professionals, who are interested in starting or advancing their career in advertising either from an agency, media or client perspective. Graduates of the program can pursue careers in full-service advertising agencies, specializing in strategic planning, account handling or creative roles; they can also find employment opportunities in media and creative agencies or assume advertising and communication-related roles in communication/marketing departments of large organizations. Employment options include positions in companies specialized in branding & design, production, integrated communications, media and entertainment.



### Program Structure

Students must successfully complete 11 graduate-level courses, representing a total of 33 US credits as described in the table below.

### Curriculum

#### Required Courses

Advertising Theories  
 Advertising in Context  
 Campaign Strategy & Planning  
 Brand Communication  
 Creativity & Ideation  
 Research Methods in Advertising  
 The Practitioner's Kit: Professional Communication Skills, Presentation Skills & Advertising Bootcamp  
 or  
 Internship in Advertising  
 Elective Courses (any 3 from the 2 concentrations below)\*

#### Concentration Area 1: Advertising Strategy & Planning

Media Planning  
 Digital Advertising  
 Account Handling

#### Concentration Area 2: Creative Advertising

Copywriting  
 Art Direction  
 Digital Media Production  
 Brand Identity Design

Students may also select one elective from any of the other graduate communication programs upon approval of the graduate program coordinator.

\*Electives are offered on a rotating basis during the academic year.

Capstone Project, Thesis or Portfolio

### Learning outcomes

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

- Explain advertising theories and concepts from the social, ethical, and industry perspectives
- Develop advertising campaign strategies and plans through applying relevant theories and concepts
- Use data and information to solve advertising problems and produce solutions
- Generate novel insights, creative concepts and ideas for advertising theory or practice
- Design and conduct appropriate research for advertising
- Evaluate the effectiveness of advertising campaigns
- Communicate effectively in oral and in writing
- Demonstrate effective client service skills

### Flexible Study & Course Duration

The program may 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. Students that elect the Practitioner's Toolkit are also expected to attend one all-day workshop on a Saturday (Spring Term). 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 work: A college or university degree from an accredited institution
- 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 advertising 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.



**Dr. George Kyparissiadis** holds a PhD in Visual Communications from Panteion University, a Master's degree in Communication Policies from City University in London and a BA in Business Administration and Marketing from the Economic University of Athens. He gained extensive experience in the advertising industry working as a coordinator for some of the top global agencies, including Saatchi & Saatchi, Grey and Starcom, in London and New York. His academic and research

interests focus on the areas of identity, representation and diversity, as well as visual communications. Dr Kyparissiadis has taught at Deree for the past years a variety of topics, including integrated communications and advertising, media planning and digital advertising.







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### **Deree School of Graduate and Professional Education**

For more information on programs and online application  
visit our website: [www.acg.edu/graduate](http://www.acg.edu/graduate)  
or contact our Office of Admissions: +30 210 600 2208 · [graduate@acg.edu](mailto:graduate@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*