Deree

School of Graduate and Professional Education

MA in Advertising Communications

Course Schedule

ACADEMIC YEAR 2019–2020

THE AMERICAN COLLEGE OF GREECE
Pierce
Deree
Alba
1875

FALL 2019-20 / SEPTEMBER 23 (M) - DECEMBER 21 (SAT), 2019

CN 6071	ADVERTISING IN CONTEXT	3 cr.	R	M	18:00-21:00
CN 6025	DIGITAL MEDIA PRODUCTION	3 cr.	E	W	18:00-21:00
CN 6070	ADVERTISING THEORIES	3 cr.	R	TH	18:00-21:00

WINTER 2019-20 / JANUARY 13 (M) - APRIL 11 (SAT), 2020

CN 6172	CAMPAIGN STRATEGY AND PLANNING	3 cr.	R	M	18:30-21:30
CN 6074	CREATIVITY AND IDEATION	3 cr.	R	W	18:30-21:30
CN 6082	ART DIRECTION	3 cr.	E	TH	18:30-21:30

SPRING 2019-20 / APRIL 28 (T) - JULY 25 (SAT), 2020

CN 6075	RESEARCH METHODS IN ADVERTISING	3 cr.	R	W	18:30-21:30
CN 6178	MEDIA PLANNING	3 cr.	E	T	18:30-21:30
CN 6043	BRAND COMMUNICATION	3 cr.	R	TH	18:30-21:30

** THESIS duration: 2 terms or 26 weeks

R: Required
E: Elective