

Master of Arts (MA) in Advertising Communications

| Learning Outcomes: Knowledge and Understanding, Cognitive Skills, Practical Skills, Transferable Skills | |
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| 1. Knowledge and Understanding | |
| Outcomes: | Upon completion of this program students should be able to: <ol style="list-style-type: none"> 1. Explain advertising theories and concepts from the social, ethical, and industry perspectives. 2. Develop advertising campaign strategies and plans through applying relevant theories and concepts. |
| 2. Cognitive Skills | |
| Outcomes | Upon completion of this program students should be able to: <ol style="list-style-type: none"> 1. Use data and information to solve advertising problems and produce solutions. 2. Generate novel insights, creative concepts and ideas for advertising theory or practice. |
| 3. Practical Skills | |
| Outcomes | Upon completion of this program students should be able to: <ol style="list-style-type: none"> 1. Design and conduct appropriate research for advertising. 2. Evaluate the effectiveness of advertising campaigns. |
| 4. Transferable Skills | |
| Outcomes | Upon completion of this program students should be able to: <ol style="list-style-type: none"> 1. Communicate effectively in oral and in writing. 2. Demonstrate effective client service skills. |