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.
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.

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 Communication Courses

- 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

Students who wish to complete the program in one year will only be able to engage in research in the center on doctoral programs.

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 from 13:00-20:00. 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 helps them connect with the 50,000 ACG alumni around the globe, expand their professional network, and gain access to various job positions. During the academic year, 250 new career opportunities are posted to our job board each day. Our graduate students and alumni may also benefit from the Alba annual career forum, one-to-one career coaching, participation in career events and workshops, and networking events.

Admission to Program

Applicants should demonstrate their commitment to complete graduate work by:

- A college or university degree
- Evidence of strong motivation in this area: Evidence of strong motivation to work in communication related fields
- A work experience in marketing communications, digital media, or public relations
- Demonstrates an understanding of digital and social media platforms, taking into account the effects of digital media on society, and the expansion of digital and internet media into all areas of our lives

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.

Why pursue an MA in Digital Communication and Social Media at Deree

- Gain a systemic understanding of communication theory spanning traditional and digital media, and develop critical understanding of current digital and social media issues, methodologies and solutions that affect the communication field.
- Learn how to apply communication knowledge to a range of digital and social media platforms, taking into account the wider technological, ethical, and legal aspects of the environment in which organizations operate.
- Master the skills and knowledge that will empower you to act independently as a digital and social media professional.
- Benefit from collaborations with leading digital communication companies to create a professional-level portfolio.
- Take a hands-on educational trip abroad, visiting centers of educational excellence and technological innovation, top universities, and leading digital communication, media and marketing agencies.

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 methodologies 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.

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.

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/
Deree School of Graduate and Professional Education

For more information on programs and online application visit our website: www.acg.edu/graduate or contact our Office of Admissions: +30 210 600 2208 - graduate@acg.edu

The American College of Greece
6 Gravias Street
153 42 Aghia Paraskevi
Athens - Greece

Deree – The American College of Greece accepts students of any race, color and national or ethnic origin and does not discriminate in its programs