



School of Graduate
and Professional
Education



Master of Arts (MA) in Strategic Communication and Public Relations

The MA in Strategic Communication and Public Relations combines a multidisciplinary understanding of contemporary communication with a strong practical orientation. We place a strong emphasis on the development of practical and analytical skills, which are of paramount importance for any successful career in communication.



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



CHARTERED INSTITUTE
OF PUBLIC RELATIONS



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Overview

In a world of growing media and new technologies, the role of communication specialists is rapidly expanding. The MA in Strategic Communication and Public Relations is a professional degree program designed to help prepare the next generation of professionals to successfully meet the increasing local and global demands for communication expertise. The program reflects the latest developments in the field, while maintaining the curricular and educational standards of top American and European graduate programs. By integrating theory with practice and focusing on a real-world approach, students are trained for a variety of positions in private, public, and non-profit settings.

Student & Graduate Profile

The program is appropriate for students and practitioners from all disciplines and backgrounds. Graduates may be employed in a wide range of professional fields and industries including public relations, advertising, consulting, broadcasting, lobbying, event planning, fund raising, campaign management, and corporate affairs, as well as communication careers in the special fields of tourism, entertainment, and politics. Graduates of the program are well prepared to pursue a higher academic degree in communication.

Program Structure

Students must successfully complete 11 graduate-level courses, representing a total of 33 US credits.

Curriculum

Required Communication Courses
Media and Communication Theory
Advanced Media Writing and Techniques
Applied Communication Research Methods
Quantitative Research in Communication

Required Public Relations Courses
Public Relations Strategy
Crisis Communication Management
Public Relations and the New Media

Elective Courses (3 from the list)
Political Communication
Communication for the Tourism Industry
Strategic Corporate Communication
Communication for the Entertainment Industry
Intercultural Communication and International PR
Effective Communication Skills
Multimedia Applications for Communication Campaigns
PR for Public and Non-profit Organizations

Students may also select 1 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 or Thesis
Capstone Project in Communication **or**
Thesis in Communication

Learning Outcomes

Upon successful completion of this program, participants should be able to demonstrate the following competencies:

- Apply key communication theories and concepts to public relations practice in multiple industries and contexts.
- Demonstrate strategic level analysis and critical thinking in designing communication programs to meet organizational goals and objectives.
- Develop, implement and evaluate strategic communication plans for a wide range of organizations and industries while applying effective problem solving processes and innovative thinking in both local and global contexts.
- Conduct research and evaluate information by methods appropriate to the communication profession.
- Apply appropriate digital technologies in communication program design and implementation to reach and engage relevant audiences.
- Produce creative and innovative public relations content suitable for a variety of audiences and in a variety of media forms.
- Communicate effectively and deliver professional presentations in oral, written, digital or combined formats.

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 18:30-21:30. 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 be able to demonstrate competence to undertake graduate work:

- A college or university degree
- 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 communication-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.

Why pursue an MA in Strategic Communication and Public Relations at Deree

- Get expert training in writing and interpersonal communication skills as well as exposure to fundamental digital and social media tools.
- Opt to pursue a second professional qualification: Become a specialist in Crisis Communication obtaining the internationally recognized CIPR Specialist Diploma in Crisis Communication offered in collaboration with the Chartered Institute of Public Relations (UK).
- Learn from best practices: through special workshops, field trips to leading PR agencies and the graduate PR practicum you will enrich your educational experience learning from top PR practitioners in the field.
- Build your career on solid foundations with the support of acclaimed faculty members, who combine practical experience with academic preparation in helping students become skilled communication experts as well as successful PR counsellors and strategists.

Graduate Program Coordinator



Dr. Argyro Kefala holds Master's degrees from Temple University and New York University, and a PhD from New York University. She has been a member of the Deree faculty since 2004, and her areas of expertise include strategic planning and political communication, mass media and culture, communication theory, public affairs, and communication in the non-profit sector. She has served as head of the Communication Department, and currently is the program coordinator of the MA in Strategic Communication and Public Relations. Dr. Kefala has taught for a decade at three

American universities and she has worked for over a decade as a journalist and strategic communication consultant in governmental and non-profit organizations in Greece. She loves creative writing and has published a novel, a collection of short stories, and two collections of poems.





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For more information on programs and online application
visit our website: www.acg.edu/graduate
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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