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.
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.

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.

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
- Evidence of strong motivation to work in communication-related areas
- Evidence of strong motivation to work in communication-related areas
- Evidence of strong motivation to work

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

The American College of Greece  
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