



School of Graduate
and Professional
Education



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.



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





Master of Arts (MA) in Digital Communication and Social Media

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. With a cutting-edge and interdisciplinary curriculum, the program prepares a new generation of knowledgeable and competent communication practitioners, who are able to successfully navigate and shape the digital and social media landscape.

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/

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. Program graduates will also be able to engage in research or continue on to doctoral programs.

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

Applied Communication Theory
New Media Theory and Research
Quantitative Research in Communication
or
Research Methods in Advertising

Required Digital and Social Media Communication Courses

Digital and Social Media Strategy
Content Development
Social Media Management
Digital Advertising

Elective Courses (3 from the list)

Web Design and Development
Digital and Social Analytics
Digital Media Production
Brand Communication
UX – User Experience and Responsive Design

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 Dissertation

Capstone Project in Digital Communication and Social Media
or
Thesis in Digital Communication

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 methods and tools 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.

Certified Digital Marketing Associate

Digital media and technologies have revolutionized the industry and practice of professional communication. The Digital & Social Media Strategy course covers the fundamentals of digital campaign strategy and planning. Upon successful completion of this course, the students will be Certified Digital Marketing Associate, awarded by the prestigious Digital Marketing Institute (DMI). They will futureproof their career by gaining the latest digital marketing skills needed to thrive in today's ever-evolving digital economy with a recognized certificate, especially when accompanied by the prestige of an MA.

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 62,000 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 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 Digital Communication and Social Media at Deree

- Gain a systematic understanding of communication theory spanning traditional and digital media, and develop critical awareness 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.

Graduate Program Coordinator

Dr. Christina Giakoumaki

holds a PhD in Marketing and Communications and specializes in the areas of Advertising, Branding and Consumer Behavior. Her academic and research interests lay in the areas of contemporary industrial and consumer communication practices with a specific focus on marketing communications, digital & social in communication, co-branding and cultural

branding, as well as advertising effects on consumer behavior. Additionally to her academic career, she has extensive hands-on experience, as a communications consultant in the fields of cultural and corporate communication.





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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

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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