

## MASTER OF ARTS (MA) IN ADVERTISING COMMUNICATIONS

### **CN 6070 ADVERTISING THEORIES**

**3 US CREDITS**

This course aims at providing students with an advanced understanding of how advertising may impact audiences on a psychological level. It discusses issues pertinent to advertising on a micro level, focusing on how advertising affects individuals; includes an examination of the relationship between advertising and decision-making; examines concepts from psychology and behavioral sciences such as perception, learning, memory, motivation; explores diverse models and theories to explain how advertising works. Incorporates theories on persuasion and attitude change.

### **CN 6071 ADVERTISING IN CONTEXT**

**3 US CREDITS**

This course examines issues pertinent to advertising on a *macro* level, incorporating functional and critical approaches to the practices, processes and effects of advertising. It covers the history and evolution of advertising; the structure of today's advertising industry and ad agencies; the shifts in advertising practice as a result of globalization, media convergence and the growth of digital media; and critical discussions of how advertising relates to society in cultural, social, economic, ethical and regulatory contexts. The aim of the course is to provide students with an explanation, contextualization, and thus a critical understanding of the multifaceted role and function of advertising in today's world. Such an understanding is a precondition for students to be able to operate as competent professionals, but also as competent citizens in the contemporary media environment, of which advertising is a central component.

### **CN 6172 CAMPAIGN STRATEGY& PLANNING**

**3 US CREDITS**

#### **Prerequisites:**

CN 6070 ADVERTISING THEORIES

The course focuses on strategic planning as the process of identifying a problem that can be solved through advertising, determining objectives, and deciding on strategies to accomplish the objectives. Students will hone in on the role of the account planner, who acts as "the voice of the consumer", engaging in insight mining and evaluating consumers' relationships with the brand to determine appropriate messages. Includes an examination of metrics relevant to determining campaign effectiveness. Further, the course aims at equipping students with an array of practical tools, such as such as advertising plans, creative briefs, personas and consumer journey maps.

### **CN 6085 BRAND IDENTITY DESIGN**

**3 US CREDITS**

Creating identities for their clients' brands is one of the most exciting tasks for branding, advertising and other marketing communications practitioners. Equally exciting is the creation of meaningful touchpoints with the consumer, that continue to shape those brands after their birth. This course provides a full understanding of the notion of Brand, how it is consistently shaped, managed and collectively constructed to effectively connect with people's hearts and minds. It has been designed to help students who wish to work in the creative, the strategic planning or the account management department of a communication agency to:

- a. Evaluate brands and branding, as well as the various elements that comprise a brand identity system, and
- b. Create a brand identity, addressing specific business questions.

## MASTER OF ARTS (MA) IN ADVERTISING COMMUNICATIONS

### **CN 6074 CREATIVITY & IDEATION**

**3 US CREDITS**

Students attending this course will learn the multifaceted approaches to creativity and cultivate the skills that will help them improve their creativity in relation to generating advertising concepts. Combining theory with practice, this course presents current theoretical knowledge as well as a variety of techniques whose practice may improve creative output. By the end of the course, they will be able to conceive and assess creative ideas for advertising purposes, using a multitude of techniques.

### **CN 6075 RESEARCH METHODS IN ADVERTISING**

**3 US CREDITS**

Research methods and tools in Advertising can be used for a variety of purposes, such as the measurement of audience perceptions, attitudes and motivation to predict the effectiveness of an advertising message, campaign or medium, the evaluation of actual campaign effectiveness and meeting of objectives, as well as the generation of ideas and concepts for the creative executions in advertising. These methods vary, from quantitative, to qualitative and mixed methods approaches, and heavily depend on the needs of the client. This course offers an overview of the most prominent such methods and tools employed in advertising, following an applied approach.

### **CN 6276 THE PRACTITIONER'S KIT**

**3 US CREDITS**

#### **Prerequisites:**

CN 6070 ADVERTISING THEORIES

CN 6172 CAMPAIGN STRATEGY AND PLANNING

The Practitioners Kit consists of three distinct modules, which help students develop and practice essential professional and personal skills. The first module, Professional Communication Skills, focuses on tools, techniques and practical training on composing and communicating information, negotiating and managing conflict. Presentation Skills helps students develop their public speaking abilities, structure their material and deliver demanding presentations, in an effective and persuasive manner. Lastly, the Bootcamp is an intensive and engaging team workshop, which exposes students to the working conditions of an actual advertising agency, while they develop and pitch an original campaign on a live brief. All together, these modules help students foster their strengths and improve their performance on a number of abilities that include communication, presentation, teamwork and creative ideation.

### **CN 6377 INTERNSHIP IN ADVERTISING**

**3 US CREDITS**

#### **Prerequisites:**

CN 6172 CAMPAIGN STRATEGY AND PLANNING

CN 6074 CREATIVITY AND IDEATION

CN 6070 ADVERTISING THEORIES

An internship in an advertising agency places students in a real working environment in which they are allocated in a team, contribute to actual tasks and become part of the day-to-day processes. This enables students to test their knowledge and skills, as well as to apprehend their strengths and areas for improvement in the professional arena. This course gives the students the opportunity to put theory to practice, expand their understanding and plan for their career. The course does not include class work but does include reflection and frequent contact with the instructor.

## **MASTER OF ARTS (MA) IN ADVERTISING COMMUNICATIONS**

### **CN 6178 MEDIA PLANNING**

**3 US CREDITS**

This course familiarizes students with the practices and tools used for the development of a strategic media plan, and the evaluation metrics to measure its effectiveness. It examines the theoretical principles underlying media choices, including synergy and integration, for both offline and online platforms. It also evaluates the research sources available to the media planners regarding the audience's buying and media behaviors, for the development of an effective media strategy. Classwork includes the use of media planning software data.

### **CN 6079 DIGITAL ADVERTISING**

**3 US CREDITS**

Digital advertising, as are most components of what is currently known as "digitalization of life", is fundamentally different from its traditional, offline version. If communication specialists want to be part of this daring, new and exciting field, they will need to explore innovative pathways of communicating their brands, ideas and products, engaging with the digital generation in an appropriate, mutually respectful and profitable way. This course offers a comprehensive exploration of the strategic, tactical and design aspects of digital advertising tools and channels currently offered, with an audience-centric and analytics-based approach. To this end the course deals with connections between theories and practical applications, useful frameworks and models, as well as concrete digital tools in digital advertising and communication, concurrently providing students with the opportunity to enhance their project portfolio with a digital advertising plan. The educational tools used throughout the course are a combination of lectures, case studies and class discussions, exercises, as well as hands-on workshops with digital platforms and tools.

### **CN 6080 ACCOUNT HANDLING**

**3 US CREDITS**

The Account Handler is the link between the agency and the client. It is a key client servicing role that coordinates all of the stakeholders involved in the development of the advertising idea, from the initial client brief to its production and its running in the media. The skills of the account handler are indispensable for both the client and the agency teams. Students will have the opportunity to develop these skills and practice them, through group and individual workshops and in-class exercises. The course also covers tools and techniques necessary for preparing budgets and writing briefs and proposals. It examines issues such as building and maintaining client relationships, winning new clients, handling client demands and managing agency clusters.

### **CN 6081 COPYWRITING**

**3 US CREDITS**

Advertising has its own language, borrowing from popular culture, narratives, persuasive rhetoric, visual rhetoric, and linguistics. Focusing on combining theory with practice, this course offers theoretic background and practical tools to students who wish to pursue a career as copywriters in creative advertising. Students attending this course should aim to understand and master the craft of persuasive advertising copywriting for a variety of requirements such as: headlines, messages, scripts, as well as the articulation of abstract creative ideas. By the end of the course, they should be able to assess good copywriting and produce work of professional standard for different brands, audiences, and media.

## MASTER OF ARTS (MA) IN ADVERTISING COMMUNICATIONS

### **CN 6082 ART DIRECTION**

**3 US CREDITS**

Visual communication is at the heart of advertising, designed to persuade, motivate, inspire, and capture the audience imagination. The purpose of this course is to provide students the opportunity to study and practice on the visual aspects of advertising, with a focus on art direction. The course deep-dives into the understanding and creation of effective design compositions, employing all visual design elements: typography, imagery, color, space and symbols that influence online and offline communications. Students will function as art directors for real-life projects and appreciate the role that the creative team plays in the production of deployed advertising campaigns.

### **CN 6025 DIGITAL MEDIA PRODUCTION**

**3 US CREDITS**

A professional engaged in Digital Communication & the Social Media is increasingly required to be familiar of the various multimedia platforms that are available in order to effectively produce audiovisual productions. This course provides the opportunity for students to engage in the entire production process from theory to practice in the lab by utilizing the full potential of the various Adobe Creative Cloud suite software. Furthermore, students will be exposed to various skills such as, but not limited to: image and sound aesthetics, filmic processes, storyboarding, production organization, graphic design, color grading, lighting techniques, animation, video & audio effects as well as editing based techniques. The final audiovisual project will be tailored according to the various digital media formats and the inherent communication strategy and will be ready for launching in the mobile, web or social media nexus.

### **CN 6488 CAPSTONE PROJECT**

**3 US CREDITS**

#### **Prerequisites:**

CN 6070 ADVERTISING THEORIES

CN 6172 CAMPAIGN STRATEGY AND PLANNING

CN 6074 CREATIVITY AND IDEATION

CN 6075 RESEARCH METHODS IN ADVERTISING

The capstone brings together and assesses all previously acquired skills and knowledge, into an intensive team-work project that prepares students for their future careers in the advertising industry. This challenging project, which is supervised by a faculty member for a duration of 26 weeks, focuses on the delivery of a report, consisting of a professional, 360, ready-to-launch campaign, based on a given client brief, which, after its completion is pitched by each team, to a panel from the industry. For the successful completion of the capstone project, students need to exhibit a clear appreciation and understanding of the strategic dimensions of advertising as well as the management of creativity in a collaborative effort. They also need to employ their acquired skills and knowledge to develop valuable insights using a range of advertising research and evaluation techniques, to make appropriate use of tools that facilitate creative thinking and adapt these on the specific needs of the project.

## MASTER OF ARTS (MA) IN ADVERTISING COMMUNICATIONS

### **CN 6489 THESIS**

**3 US CREDITS**

#### **Prerequisites:**

CN 6070 ADVERTISING THEORIES  
CN 6075 RESEARCH METHODS IN ADVERTISING  
CN 6071 ADVERTISING IN CONTEXT  
CN 6175 QUANTITATIVE RESEARCH IN COMMUNICATION

The thesis runs for the equivalent duration of 2 terms, namely 26 weeks. Students are required to work independently under the supervision of an allocated thesis advisor. The final thesis document must be approximately 15,000-20,000 words in length (excluding appendices and references) and should demonstrate competencies in research design, data analysis and interpretation, as well as in-depth knowledge of the topic, evidenced by a thorough literature review and critical thinking skills. The topic of the thesis will be based on approved proposals and should relate to Communication Studies. Students will meet their supervisor regularly and will be required to submit progress reports. The dissertation may take the form of empirical research piece or a secondary research essay.

### **CN 6590 PORTFOLIO**

**3 US CREDITS**

#### **Prerequisites:**

CN 6070 ADVERTISING THEORIES  
CN 6172 STRATEGY AND PLANNING  
CN 6074 CREATIVITY AND IDEATION  
CN 6081 COPYWRITING  
CN 6082 ART DIRECTION

An advertising creative needs to have a portfolio of selected works that indicate skills, styles, creative competency as well as strategic understanding. Coming up with compelling and appropriate ideas that deliver results is a never-ending quest, hence a portfolio is always work in progress. This course teaches students how to create, manage, enrich and present their portfolio which includes specifically assigned and designed creative campaigns. After attending this course, students will be able to demonstrate they have achieved all the program level outcomes and can put them in use to deliver compelling creative executions that meet the industry standards. Every piece of work presented in their portfolio by the end of this course, should be new and specially designed for the purposes of this course. To create their portfolio, the students are supervised by an instructor who provides guidance and monitors their progress during one term.