



1
Year
Program

**Master of Arts in
Communication Studies and Digital Media**

جامعة الأخوين

AL AKHAWAYN
UNIVERSITY



Program Overview

The Master of Arts in Communication Studies & Digital Media prepares the next generation of media professionals to meet the increasing demand for local and global expertise in communications and media design. This multidisciplinary MA program is grounded in the social sciences and emphasizes communication theory, research methods, practical skills and critical inquiry into the nature and processes of traditional and digital media and how they impact society, culture and politics. Students of this program will acquire advanced professional skills in public relations, as well as visual communication and digital media design.

Learning Outcomes

Graduates of the MACSDM program will be able to: understand how contemporary media operate; demonstrate analytical and critical thinking skills to assess and conduct research in the field of visual communication, digital media and PR; apply key communication theories and concepts to media and communication practices in multiple industries and contexts; demonstrate professional knowledge and practical competencies in their concentrations (Visual Communication and Public Relations); gain an understanding of the role of communication digital media in shaping contemporary organizations; and master research methods relevant to communication studies.

Degree Requirements

The 30-credit MACSDM degree can be completed in one calendar year. Students who need foundation courses (offered online) may take longer to complete the program.

- ◆ SSC 5302 Multidisciplinary Research Design and Methods
- ◆ COM 5310 Advanced Media and Communication Theory
- ◆ COM 5311 Design Thinking
- ◆ COM 5312 Public Relations and Digital Media
- ◆ COM 5391 or COM 5392 Thesis Seminar or Applied Practicum

Career Opportunities

Mid-range and large companies, including software companies, need user experience and user interface designers. Web usability profiles, brand experts and marketing strategies require professionals who know and can competitively apply design thinking methodology to a variety of tasks. Communications and design professionals will position Morocco at the forefront of current global trends.

For more information on the admission requirements and process, please visit our website:

<http://www.aui.ma/en/admissions>



For more information and application: www.aui.ma/masters
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