



SORBONNE  
UNIVERSITY  
ABU DHABI

# *Master in* **MARKETING, COMMUNICATION AND MEDIA**

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# Overview

The Master in Marketing, Communication and Media degree is awarded by Sorbonne University in Paris and delivered by world-class academics and professionals at Sorbonne University Abu Dhabi (SUAD). This cutting-edge programme equips students with essential skills in marketing, communication, and media, combining the strengths of the renowned French educational tradition with insights tailored to the UAE market and the demands of a globalised economy. It is strategically designed to address the dynamic demands of both global and local job markets, ensuring graduates are prepared for leadership roles in some of the world's fastest-evolving sectors.

The MCM degree at SUAD is delivered by CELSA Graduate School of Communication, a grande école within Sorbonne University. CELSA brings academic excellence in media, communication, and cultural studies to the programme which is built on Sorbonne's rigorous, research-driven approach while being rooted in hands-on learning.

The programme enables students to develop the practical skills essential for today's competitive job market, offering both academic excellence and industry-relevant expertise.



## What makes this programme unique?

### Integrating humanities and business for global impact

The programme integrates marketing, communication, and media into a unified framework, preparing students to succeed in these fields and equipping them with the tools and knowledge needed to craft impactful communication strategies that resonate with diverse global and local audiences. This distinctive interdisciplinary approach combines the rigour and rich heritage of social sciences and humanities with current business demands and practical applications, fostering well-rounded and culture-smart professionals.

### Enhanced employability through industry-relevant skills

Graduates develop the key competencies that employers actively seek in communication, media, and marketing professionals. The programme integrates important subjects such as digital literacy, sustainability, and AI, ensuring students are equipped with relevant knowledge for today's job market. Practical experience is gained by applying course concepts to real-world contexts - through in-class activities and internships or work assignments - further sharpening graduates' skills and enhancing employability and career progression.

### Commitment to sustainable development

Aligned with the UAE's and SUAD's strategic priorities, the programme integrates sustainability into communication and marketing practices. Graduates are prepared to develop responsible and impactful strategies that address the needs of both businesses and society.

### Academic excellence rooted in renowned research traditions

Students benefit from the prestigious academic legacy of Sorbonne University in Paris, celebrated for its intellectual rigour, pioneering research, and enduring influence on global education. This strong research foundation gives students a deeper understanding of emerging global trends and equips them with critical thinking and analytical tools needed to drive meaningful change and projects in the communication landscape. The curriculum is thoughtfully designed to meet the evolving demands of the global market, integrating the latest trends and developments in the sector.

### Unique affiliation with CELSA Sorbonne

Established in 1957, CELSA is Sorbonne University's Graduate School of Communication in Paris, specialising in communication sciences. Renowned as the leading communication school in France, CELSA consistently ranks first in national assessments, reflecting its academic excellence and industry relevance. The school prepares high-calibre professionals for careers in communication, marketing, advertising, management, media, journalism, and other related fields.

### Expert faculty and applied learning

Our faculty consists of distinguished professors and professional experts from SUAD and from CELSA Graduate School of Communication, renowned for their expertise in marketing, communication, and media. The teaching approach blends theoretical lectures with hands-on learning, providing a well-rounded educational experience. Students actively participate in individual and group projects, analyse real-world case studies, and work on practical assignments such as building an advertising campaign or developing a thought leadership strategy. Small class sizes create an engaging and interactive environment that fosters dynamic exchanges of practical knowledge between faculty and students.

# Programme *highlights*

- Academic prestige of internationally recognised Sorbonne-issued degree
- Rigorous interdisciplinary curriculum
- CELSA Sorbonne excellence and distinction
- Practical application through internship, work project and hands-on curriculum
- Cultural diversity and global business insight
- Extensive international alumni network
- Sustainability focus
- Distinguished faculty and guest lecturers
- Full support of SUAD's outstanding Career Centre



# Structure

The graduate degree in Marketing, Communication and Media is taught in English and completed over 24 months, with the final semester focused primarily on thesis research and a work project of internship report. The programme offers a flexible schedule, with evening and week-end classes designed to accommodate working professionals.

## Master's thesis

Beyond coursework, students embark on an in-depth research journey, exploring specialised areas of marketing and communication that reflect their professional passions and the programme's core focus. This applied research allows them to explore complex challenges, develop critical insights, and contribute original ideas to their field. The culmination of this process is a master's thesis, which students present and defend before an expert jury at the end of the programme, showcasing their intellectual growth and readiness to make a meaningful impact in their careers.

## Internship/ Workplace project

The internship or workplace project offers students a valuable opportunity to apply course concepts and key learnings in a dynamic, real-world environment. This hands-on experience helps build essential professional skills and fosters meaningful connections within the industry. Additionally, students develop a nuanced understanding of the challenges and dynamics of working in diverse, intercultural environments, equipping them to thrive and succeed in today's global marketplace.



## Semester 1

### Course name

Communication Studies I

Communication Studies II

Interpersonal and Group Communication

Public Relations and Opinion

Advertising and Consumption Studies

Consumer Behaviour

Strategic Planning and Consumption

Thesis Research I

## Semester 2

### Course name

Globalisation Studies: About Culture and Communication

Globalised Encounters: Tourism, Heritage and Communication

Corporate Communication Strategies in a Globalised World

Media Studies

Social Media and Network Culture

Media Strategies in a Globalised World

Thesis Research II

## Semester 3

### Course name

Communication, Artificial Intelligence & Virtual Reality

Business Models, Management & Digital Revolution in the Media World

Digital Marketing, Advertising & Online Reputation Management

Marketing Strategies in a Global Market Place

Business Models and Business Plans in the Contemporary World

Business Game Simulation - Strategic Decision Making

Thesis Research III

## Semester 4

### Course name

Sustainable Communication and Marketing

Corporate Social Responsibility

Internship or Professional Report

## Assessment & graduation requirements

Course sessions are primarily assessed through in-class individual and group assignments, including presentations, case study analyses and group exercises. Attendance at all classes is mandatory, and students are expected to be punctual and adhere to university regulations at all times.

## Testimonials

“ Enrolling in this programme was one of the best decisions I have made. Regardless of your background or experience, the programme’s diverse courses and modern teaching techniques will undoubtedly add significant value to your field. It’s a transformative experience that equips you with the tools to excel in your career.

**Mies Al Zoubi**

“ This programme didn’t just teach me—it gave me the tools to adapt and thrive in today’s evolving global market. I feel more equipped than ever to seize career opportunities and carve out my future in this exciting field.

**Ting Sun**



## Career prospects

Graduates of the programme gain access to a broad range of rewarding career opportunities both regionally and globally, spanning marketing, communication, media, and related fields such as strategic management and sustainability. The degree prepares students for diverse roles including communication professionals, managers, and directors in PR, advertising, and branding agencies, as well as a range of positions within public and private organisations.

Typical job titles include brand manager, digital marketing strategist, media director, project manager, business development director, and marketing communications director. With experience, this qualification also opens pathways to senior executive roles, including VP and C-suite positions in marketing, strategic

planning, business development, and commercial leadership.

Graduates are also well positioned to pursue postgraduate or doctoral studies at top-tier universities worldwide, thanks to the programme’s rigorous academic foundation and strong research emphasis.

### Where some of our students work

- Sky News
- Accenture
- EDF Energy
- UAE Government
- Etihad Airways

## Career Centre support

Students benefit from SUAD Career Centre’s support and resources throughout their programme offering one-on-one career advising, CV and cover letter support, internship placement assistance, as well as connections with employers through the JobTeaser online platform.



# Admission prospects

Admission to our master's programmes is highly selective and competitive, with each applicant assessed on their individual merit. Our admissions process is carefully designed to build a diverse cohort of talented individuals who demonstrate strong interpersonal skills and a positive attitude.

## General application requirements

- A Bachelor's degree in a relevant field with a CGPA of 3.0 out of 4.0 or equivalent.
- Candidates with a GPA between 2.5 and 2.99 (or equivalent scores according to the equivalency table) may be conditionally admitted on probation during the first semester. Students will be allowed to continue in the programme only if they achieve an average of at least 12 out of 20 by the end of the first semester. This decision will be based on academic performance and will be made official after the completion of the first semester. alternatively,
- Bachelor's students with a GPA below 3.0 may be admitted based on their professional and/or personal experience, provided they are granted a VAPP by Sorbonne University's or Université Paris Cité's VAPP Commission.
- A Bachelor's degree with a minimum of 2nd Class Honours, or
- A Bachelor's degree with an average of 12 out of 20.

## English language proficiency:

- IELTS certificate with a minimum overall band of 6.0, valid for 2 years,
- TOEFL certificate with a minimum score of 79 (or equivalent), valid for 2 years,
- A minimum EmSAT English score of 1400, valid for 18 months,
- Or, native English speakers who have completed 3 full years at an English-medium institution within the last 3 years.

## Interview

Shortlisted candidates will be invited to attend an interview to assess their motivation, career expectations, and relevant professional experience in the field of study.

## Applicant degree from outside UAE

Applicants who obtained their undergraduate degrees from universities outside the UAE should present a Certificate of Equivalency for their graduation certificates from the UAE Ministry of Education.

## Applicant degree within UAE

Degree applicants with degrees from licensed higher education institutions in the UAE are required to submit an attested copy of their degree from the UAE Ministry of Education. For more details, kindly visit the Ministry's website: [www.moe.gov.ae](http://www.moe.gov.ae)

## Tuition Fees

**AED 166,400 (approximately US\$ 45,344)**

**Up to 100% scholarship available for this programme\*!**

To learn more

Click:

<https://www.sorbonne.ae/fees-and-scholarships/scholarships/>

or Scan:



\*Terms and Conditions apply

# Why Sorbonne University Abu Dhabi ?

In today's fast-paced and globalised world, education and communication play a pivotal role in shaping progressive and dynamic societies. The French education system is renowned for cultivating rigorous inquiry and, debate skills – essential qualities for developing future innovators and leaders.

Sorbonne University Abu Dhabi is a globally recognised institution that bridges civilisations, offering a multicultural environment that fosters tolerance, curiosity, harmony, and cultural awareness - vital qualities for success in the modern economy. Students benefit from internationally acclaimed faculty, state-of-the-art facilities, and globally recognised degrees, all of which equip them with the tools necessary for a successful and impactful career.

This degree is awarded by Sorbonne Université and evaluated by the Higher Council for the Evaluation of Research and Higher Education (HCERES) and accredited by the French Ministry of Higher Education, Research and Innovation. Furthermore, this programme is accredited by the Commission for Academic Accreditation (CAA).



Environment Activities



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