



SORBONNE
UNIVERSITY
ABU DHABI

Master in Marketing, Advertising and Communication

The 18-month Master in Marketing, Advertising and Communication prepares students for career opportunities in diverse fields across the world.

In today's evolving marketplace, innovative communication strategies are imperative to enhance individual and national development. With rapid globalisation, the current economic environment faces many challenges including changing consumption patterns, increasing competition, talent retention, shifting media platforms, transforming trends in the digital age and socio-cultural issues. As a result, business firms and government entities require their products and services to be deeply linked to communications and social changes.

This course will enable students to develop communications, brand, media and management strategies, as well as evaluate them using the right methodologies. This cohesive multi-disciplinary programme covers varied topics crucial for our student's future careers as key influencers. Students will improve their decision-making skills as they learn how to identify new market segments, develop content for different media formats, establish distinctive brand positioning, draft HR policies and manage human assets and communications strategies as well as apply data to craft compelling messages and seamlessly handle critical PR situations.

Students will emerge as high-performers, capable of broad insight into the social and cultural changes that impact the business of marketing, advertising and communications. Students will be able to analyse business strategies and marketing issues, management, communications and media policies within the context of globalisation and develop strategic and rigorous communications approaches by deploying specialised methodologies to address key issues.

Our faculty, composed of distinguished professors and lecturers from Sorbonne University in Paris and the CELSA Graduate School of Communication, has achieved worldwide acclaim and impart a thorough knowledge of Marketing, Advertising and Communications. Teaching alternates between lectures and practical study. Students will undertake individual and group projects, analyse case studies and perform valuable research. Small group sizes allow interactive teaching to enhance the learning experience and also enable the constant exchange of practical information between faculty, students and personal tutors.



Overview



Programme highlights

International recognition

Sorbonne University Abu Dhabi provides the combined experience of renowned French universities including Sorbonne University and Paris Descartes University. This rich heritage of joint excellence is now available in Abu Dhabi under the Ministry of Education and is recognised worldwide.

A unique affiliation with CELSA Graduate School of Communication

Established in 1957 and attached to the Sorbonne University in Paris, this graduate school is dedicated to information and communication sciences. CELSA trains top professionals for companies involved in communications, marketing and advertising, management, media and journalism. The unique affiliation between Sorbonne University and CELSA ensures that our students are at the forefront of developments in these fields and are well positioned for careers at a global level.

For more information about CELSA, please visit their website at: www.celsa.fr

Networking

Each class will have a reduced number of students from different countries. A strict entry selection procedure will guarantee the quality of the degree and will allow you to expand your personal network with high potential peers.

There are abundant and rewarding opportunities at a regional and global level for Marketing, Advertising and Communication graduates

The graduate degree in Marketing, Advertising and Communication is taught in English and covers a total of 18 months. The exclusively designed course schedule includes evening and weekend classes especially thought for people who intend to combine their studies with full professional life.

Structure

Semester 1	
Communication and Organisational Theoretical Approaches	
Modules	Courses
Information and Communication Theories and Social Sciences	Introduction to Communication Studies Organisations Theories and Sociology Socio-Semiotics and Consumption Anthropology of Globalisation
Communication Strategies in the Economic and Social Environment	Public Relations Digital Revolution and New Business Models in the Media World
Organisations, Structures and Functions	Marketing Strategies in a Globalised World Strategic Planning Business Today and Human and Social Stakes for Companies
Semester 2	
Professional Specialisation in Marketing, Management, Communication and Media	
Marketing	Markets Exchanges, Public Spaces and Urban Life Advertising Strategies Brand Design Media and Off Media Strategy Luxury Brands Company, Intangibles, and Brand Asset – Economic and Business Valuation
Management and Human Resources	HR Management, Career Development and Communication People Management Practices – A Team Building Experience Recruiting and Developing Talents for Success
Communication	Contemporary Issues at Stake in Communication Studies Tourism, Heritage and Communication Communication Plan Press Relations Event Strategy Crisis Communication
Media	Adaptation, Innovation and Media Global Media Marketing of the Media

Semester 3	
Decision-Making Support Tools and Professional Methodologies	
Modules	Courses
Language and Communication	Communication and Organisation Sociology of the Media New Social Media Media Landscape in Gulf Countries Digital HR and Management Negotiation
Decision Making Tools	Business Game Branding and Innovation Digital Marketing, Digital Advertising and Online Reputation Management
Studies Elaboration and Recommendations Submission	Qualitative Studies Quantitative Studies Brand Audit and Communication Enterprise Creation and Communication Client Presentation Media Training
Thesis	Applied Research Methodology Thesis

Master's thesis

In addition to courses, students must undertake an applied research work connected to one or more of the professional fields related to the programme. This leads to the development of a thesis that will be defended in front of a jury at the end of the programme.

Assessment & graduation requirements

All the course sessions are assessed mostly within regular classes. Students will be evaluated on individual assignments, group presentations, group case studies and multiple choice questions. Attendance to all classes is mandatory and it is important that students are punctual and observe university regulations at all times.



Career prospects

There are abundant and rewarding opportunities at the regional and global level for Marketing, Advertising and Communication graduates. This degree offers several career paths including communication professionals in PR, advertising and branding agencies or in public entities, human resources consultants and marketing professionals within a business organisation including Director of PR, Multimedia Specialist and Project Manager among others.

Admission to our master's programmes is selective and competitive and each applicant will be considered on his/her own merit. Our admissions process ensures that every course has an ideal mix of people with talent, impressive interpersonal skills and a positive attitude.

Admission requirements

General Entry requirements:

Candidates must complete an online application and upload the following items:

- A copy of the bachelor degree earned in a discipline appropriate for the programme
- A copy of the high school diploma
- A detailed curriculum vitae*
- A personal statement (not exceeding one page)
- For non-native English speakers a minimum EmSAT – English score of 1400 or TOEFL score of 550, 213 CBT, 79-80 iBT or an IELTS score of 6.0, valid for at least two years
- Official academic transcripts, official test scores

Shortlisted candidates might be asked to attend an interview to assess the candidate's motivations, careers expectations and relevant professional experience in the degree area.

International applicants are required to present an equivalency of their degree from the UAE Ministry of Education located in Abu Dhabi. For details on the requirements, visit the website: <https://www.moe.gov.ae>

Why Sorbonne University Abu Dhabi?

In today's fast-paced and globalised economies, knowledge and languages both serve an important role in creating progressive and vibrant societies. The French education system is known for its high level of rigorous critical thinking and debating skills, which play a significant role in developing future pioneers and leaders.

Sorbonne University Abu Dhabi is a globally recognised education institution that serves as a bridge between civilisations by offering a multicultural environment, which promotes and develops a strong culture of tolerance, curiosity, harmony and cultural awareness for today's modern economy. Students have access to internationally acclaimed faculty, world-class facilities and internationally certified degrees, which places them firmly on the right path in preparation for a successful career.

This degree is officially accredited by the UAE Commission for Academic Accreditation (www.caa.ae).

For more information, please contact:

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