



SORBONNE  
UNIVERSITY  
ABU DHABI

# Master in Marketing, Management, Communication, Media

**The 18-month Master in Marketing, Management, Communication, Media degree is awarded by Sorbonne University in Paris and delivered by world-class academics in Sorbonne University Abu Dhabi. The programme 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. It will also provide a critical and demanding approach on contemporary issues linked to these fields, thanks to human and social sciences, and communication studies. 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, Management, Communication and Media. 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 Université Paris Cité. 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](http://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, Management, Communication, Media graduates*

**The graduate degree in Marketing, Management, Communication, Media 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 organisations Theoretical approaches	
Modules	Courses
Information and Communication Theories and Social Sciences	Introduction to Communication Studies Anthropology of Globalisation: Culture, Identities and Communication Contemporary Issues at Stake in Communication Studies Tourism, Heritage and Communication 1 and 2
Communication Strategies in the Economic and Social Environment	Public Relations and Opinion Risk Management Digital Revolution, Strategic Disruption and New Business Models in the Media World
Organisations, Structures and Functions	Sociology and Theories of Organisations Strategic Planning Business Today and Human and Social Stakes for Companies Business Model and Business Plan Methodology 1
Semester 2	
Professional Specialisation in Marketing, Management, Communication, Media	
Marketing Strategies	Marketing Strategies in a Globalised World Advertising Strategies Brand Design Destination Marketing Marketing Case Study Company, Intangibles, and Brand Asset – Economic and Business Valuation
Management of Human Resources	Management and Performance Corporate Social Responsibility and Human Resources Management People Management Practices – A Team Building Experience Effective Internal Communication Strategy
Communication Strategies	Socio-semiotics of Consumption: Issues and Methodology Tourism, Heritage and Communication 3 Communication Plan Research and Retail: Where to Source Information From
Media Strategies	Adaptation, Innovation and Media Global Media Media and Off Media Strategy Business Model and Business Plan Methodology 2

## Master's thesis

In addition to courses, students must undertake an applied research work in the field of communication studies, 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.

### Semester 3

#### Decision-Making Support Tools and Professional Methodologies

Modules	Courses
Language and Communication	Communication and Organisation Media Studies: The Case of Fashion Industry Digital HR and Management Digital Marketing, Digital Advertising and Online Reputation Management Social Media in the UAE
Decision Making Tools	Business Game Simulation Innovation, Design Thinking and Branding Press Relations Event Strategy Crisis Communications Cross Cultural Management
Studies Elaboration and Recommendations Submission	Qualitative Studies Quantitative Studies Brand Identity: Analysis, Communication Strategy: Understanding Luxury Brands Enterprise Creation and Communication Client Presentation Media Training
Writing a Thesis in Applied Research Analysing the Professional Situation and Proposing Applied Research Recommendations	Applied Research Methodology for the Thesis: Course and Seminars

# 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.



A person is seen from the back, sitting on a modern-style chair with a metal frame and a light-colored seat. They are looking towards a wall that features a pattern of white, irregular, geometric shapes. The lighting is soft and even.

# Career prospects

There are abundant and rewarding opportunities at the regional and global level for Marketing, Management, Communication, Media 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:

- Bachelor in a relevant field with a CGPA of 3 out of 4 or equivalent. Candidates with a GPA between 2.5 and 2.99 (or equivalent scores as per the equivalency table) may be conditionally admitted under probation during the first semester. The student will be authorized to continue in the program only if they secure an average of at least 12 out of 20 which is obtained by the end of the first semester. The decision is based on academic performance and will be made official after the completion of the first semester
- or
- Bachelor with minimum of 2nd class honours
- or
- Bachelor with an average of 12 out of 20
- Bachelor students with a GPA below 3 may be admitted on the ground of their professional and/or personal experience, in case they are granted a VAPP by SU's or UP's VAPP commission
- IELTS certificate with minimum overall band of 6.0 with a validity of 2 years or TOEFL certificate with minimum score of

79 (or equivalent) with a validity of 2 years or Minimum EmSAT English score of 1400 with a validity of 18 months or, Native English speaker who completed 3 full years in an English-medium institution within a maximum period of 3 years

- A minimum 3 years relevant professional experience are required

Shortlisted candidates will be asked to attend an interview to assess the candidate's motivation, career expectations and relevant professional experience in the degree area. Applicants who earned their undergraduate degrees from universities outside the UAE must present a Certificate of Equivalency for their graduation certificates from the UAE Ministry of Education. Applicants, who are holders of undergraduate degrees issued by a licensed higher education institution in the UAE, are required to submit a copy of their degrees attested by the UAE Ministry of Education. For details on requirements, kindly visit the Ministry's website:

**[www.moe.gov.ae](http://www.moe.gov.ae)**

## Tuition Fees

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

## Scholarships are available for this programme\*:

- 20% alumni discount
- 25% academic excellence scholarship
- 25% discount upon enrolment on a second master's degree
- 5%-15% corporate offer

Visit our website for more information.

\*Conditions apply



# 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 awarded by Sorbonne University in Paris and officially accredited by the UAE Commission for Academic Accreditation ([www.caa.ae](http://www.caa.ae)).

## For more information, please contact:

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