

PROFESSIONAL MASTER IN “COMMUNICATION”

PROGRAMME OBJECTIVES

This program gives students a comprehensive understanding of the theories and practices related to the study of communication applied to political PR and media, digital settings or marketing management. The Department of Human Sciences and Communication is committed to providing graduate students with an innovative, dynamic learning environment and an interdisciplinary curriculum. In addition to the core subjects, students can also choose these profiles: Political Public Relations, Marketing Management and Multimedia, TV. Therefore, graduate students will be able to demonstrate a critical, well-grounded understanding of communication industries, ethical and cultural positions related to contemporary communication practices in society and demonstrate a comprehensive understanding of either political public relations or multimedia, marketing, and advertising practices.

LEARNING OUTCOMES

The following learning outcomes are expected of students graduating with Professional Masters' degree in Communication:

- Operational and conceptual foundations of the discipline with theoretical, critical, and ethical implications.
- Use of inquiry methods in the study of communication
- Application of communication foundations and methods in professionally applied contexts.
- Able to demonstrate advanced competency in applied communication activities by designing and conducting communication activities and scholarly writing.
- Make effective oral presentations on a variety of topics in public settings.
- Create and analyze messages appropriate to the audience, purpose, and context
- Understanding and impacting of the public discourse
- Students of Political Public Relations will be able to write a variety of mass media content related to political agencies, including news stories, press releases, and advertising copy, following contextual PR practices and standards.
- Students of Multimedia TV Profile will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia. They will be offered expertise and skills in subjects such as 3D Animation, Digital Design of Characters, apart from audio and video media.
- Students of Marketing Management will be able to conduct marketing communications activities and demonstrate a comprehensive understanding of Marketing Communications theories and concepts. They will be offered expertise and skills in subjects such as Services of Marketing, International Marketing and Integrated Marketing Communications. Marketing.

PROFILE: POLITICAL PUBLIC RELATIONS

- Understand and apply to professional settings concepts of the discipline of PR and its central questions
- Create and analyze PR content appropriate to audience, purpose, and context
- Understand and influence public discourse

PROFILE: MARKETING MANAGEMENT

- Comprehend and apply marketing communication activities
- Use a range of media and methods available to marketers
- Demonstrate competencies in Integrated Marketing Communications theories and concepts



PROFILE: TV - MULTIMEDIA

- Evaluate and apply design, video, and content creation.
- Select creative and appropriate modalities and technologies to accomplish communicative goals related to graphic design, photography, publishing, video, audio, animation and web design.
- Present messages in multiple communication modalities and contexts.

CURRICULA

PROFESSIONAL MASTER "COMMUNICATION" 60 ECTS			
Nr.	Sem	Subject	ECTS
A - GENERAL SUBJECTS/ 5% - 10%/ 6 ECTS			
1	1	Advanced Research Methods	6
B - CHARACTERIZING/CORE SUBJECTS / 30% - 40%/ 18 ECTS			
1	1	Applied Theories of Communication	6
2	1	Campaign Management	6
3	2	Practices of Public Relations	6
C - INTERDISCIPLINARY/INTEGRATING SUBJECTS/ 20% - 30%/ 18 ECTS			
PROFILE		<i>POLITICAL PUBLIC RELATIONS</i>	
1	2	Organizational Public Relations	6
2	1	Political Public Relations	6
3	2	Event Management	6
PROFILE		<i>MARKETING MANAGEMENT</i>	
1	2	Services Marketing	6
2	2	International Marketing	6
3	1	Integrated Marketing Communication	6
PROFILE		<i>TV - MULTIMEDIA</i>	
1	2	Animation 3D	6
2	1	Digital Character Design	6
3	2	Audio and Video Media	6
D - ADDITIONAL SUBJECTS/ 10%/ 6 ECTS			
1	2	Internship and Career Development	6
E -FINAL OBLIGATIONS/ 10% - 20%/ 12 ECTS			
1	1-2	Diploma Thesis/ Final Comprehensive Exam	12