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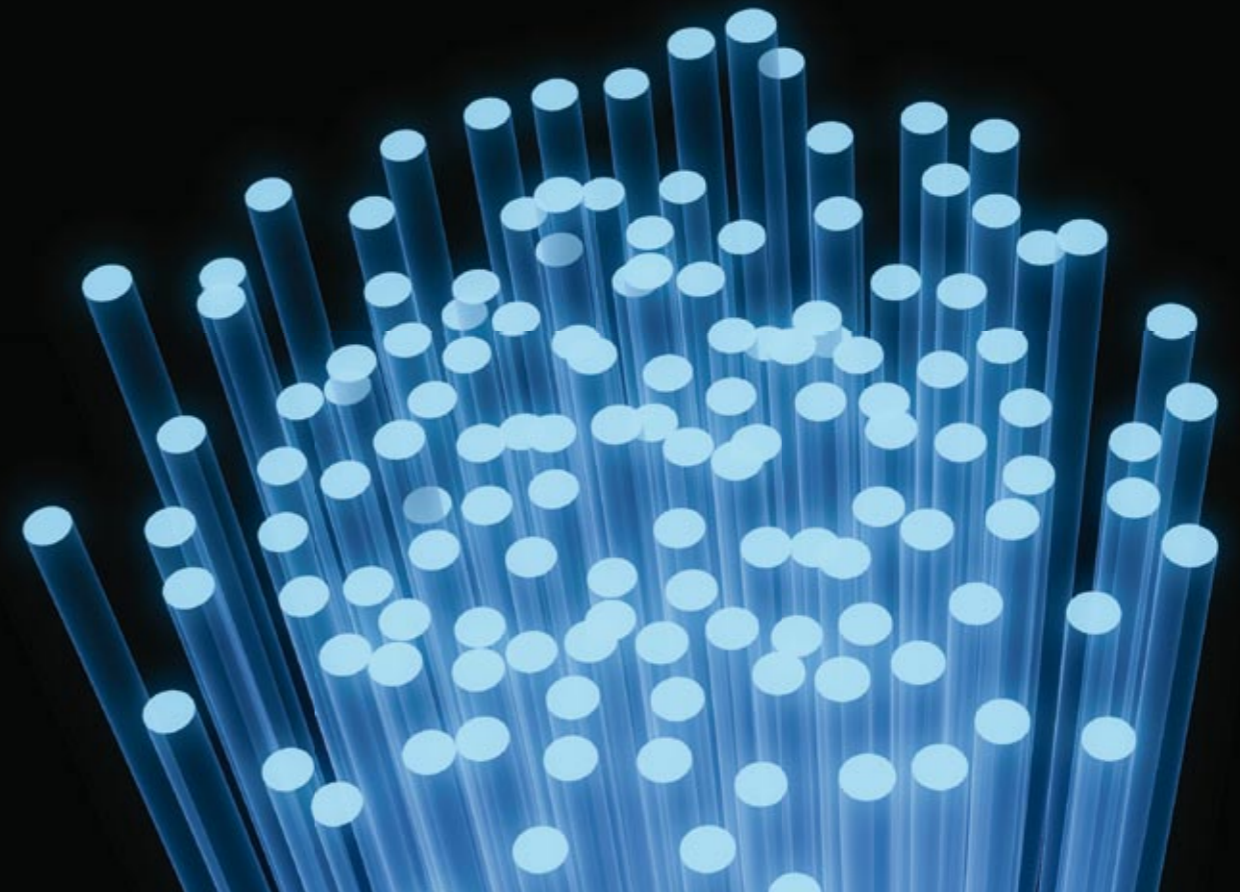
Master of Arts in Global Communications

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The master of Arts in Global Communications (MAGC) focuses

on the current technological revolution evidenced by the internet and digitalization, the economic transformations caused by brand globalization and the associated inter-cultural challenges. The program addresses the development of appropriate responses to globalization by governments, corporations, and NGOs, and the development of communications industries with regard to global advertising, corporate social responsibility and image management.



Mehdi Aliouat earned his BA in Psychology from Florida Atlantic University in

2005, graduating Summa Cum Laude. Mehdi's work in the MAGC program allowed him to pursue two enriching professional experiences, one at the marketing and communications agency Young & Rubicam and the other in financial corporate communications at Société Générale. At the time of printing, Mehdi had just accepted a position as Communications Coordinator for Lyxor Asset Management, part of the Société Générale group.

As employers peruse the résumés that cross their desks, looking for versatility, internet creativity, linguistic competencies, the capacity to work in teams, the ability to transfer skills to pressing situations, as well as the special perspective that only an international education provides, they seek candidates with a full arsenal of theoretical and practical skills. The objective of the MAGC is to prepare its graduates to be leaders in a world of cross-border dialogues who go on to international careers and advanced academic research.

MAGC complements AUP's global perspective, international image, and cosmopolitan student and faculty population. The program's mission is to train key actors in the global communications revolution. The program includes both professional and research courses suited to a broad range of students seeking an international education in one of the world's centers of intercultural dialogue.

Learning Goals

- Students study with leading theorists of global communications to develop intellectual sophistication and critical analytical skills useful for both research and professional practice.
- Through close relationships with experts in brand management, advertising, marketing, cultural policy and social movement communications, students acquire practical hands-on experience in various fields of communications such as International Public Relations, Advertising, Branding, Broadcast Journalism, and NGO and Sustainable Development.
- Students learn flexibility and openness through cross-cultural training as well as cross-disciplinary study. They reflect critically on central issues covered by course work – globalization, media, civil society, and intellectual life – via participation in regular conferences and cultural events on the AUP campus.



Andrea Davids, earned her BA in Mass Communications from the University of

California, Berkeley. She currently works as a nonprofit communications consultant for Net Impact and UNESCO, specializing in marketing strategy, brand development, and graphic design. She is now earning a PhD in Media & Communications at Goldsmiths, University of London, researching the intersection of cause communications and consumer culture.



Samar Sayegh earned her BBA in Marketing from the American University of

Dubai. Since graduating from the MAGC program, she has been working at Dubai Media City as the CEO of Decision Makers TV, part of the National Broadcast Center. Decision Makers, launched in 2006, is a free-to-air Arabic language business-oriented television station.

Highlighted courses

Politics and Economics of Global Media

This course examines the relations between the various institutions, agents, and actors that make up the global media apparatus and helps students develop a critical awareness of how international flows of information and entertainment play a role in shaping and reshaping global economic, political, military, and cultural realities. The course also focuses on media from various regions throughout the globe in order to understand the ways in which local and national political and economic realities persist in influencing media institutions, practices, and content.

Branding Practicum

The Branding Practicum will instruct students in the disciplines and principles applied in the creation of a new international brand in a category of their choice. Students will analyze a chosen category, create a new brand proposition for it, develop the branding identity for the new brand including name, logo, selling proposition and more. They will also create a global marketing strategy for the brand. At the course's end, students will have completed a branding exercise that they can present to future employers as an aid to securing a job of their choice.

Identity Formation in a Transnational World : Circulation of Technologies of the Self

This course examines the theories of identity formation in a globalized world. Some methods of self-identification are influenced by consumerism, advertising and media (e.g. sports brands in Cambodia and Mongolia) while others are influenced by traditional physical and moral training (taekwondo in the Ivory Coast), globalized martial arts or by techniques of self-formation like yoga, tai chi, and Kabbalah, that have been taken out of their traditional contexts and globalized, mediatized and modernized. This course looks at individuals who seek to make and define themselves in various different local contexts and examines the rise of religious fundamentalism, its appeal to youth, and how it uses media.

1 st Semester	2 nd Semester	3 rd Semester
4 MAGC courses	4 MAGC courses	2 MAGC courses + Internship or thesis
16 credits	16 credits	16 credits

* Students entering in the fall may complete the program in one calendar year. Enrollment is possible in fall and spring semesters.