

GLOBAL COMMUNICATIONS

The Global Communications program, including practicums around the world – from Paris, to Morocco, to India – and a summer partnership with NYU, is one of the first in the world to offer such an international approach to learning. You will work closely with their professors to build your future in an intimate setting.

DEGREES OFFERED

The three-semester Master of Arts in Global Communications is a cutting-edge program offering a balance between intellectual preparation in communications and hands-on professional training with international experts.

After completing core courses on globalization and digital culture, you will be able to build your own niche set of courses according to your specific needs and interests with the following degree options:

- Development Communications Track – explores how civil society actors use communication to achieve their goals. Theoretical courses are followed by dynamic practical courses in branding, PR, production and social media;
- Fashion Track – based in the world's fashion capital, you will explore a global system of meaning, looking at everything from the elite Paris fashion week to the growing trend towards sustainability in clothing and design;
- Digital Cultures and Industries Track – an innovative and interdisciplinary focus on the central importance of digital technologies in today's world.



Examples of what graduates are doing now:

- Wolff Olins, Business Development Manager
- Sanofi-Aventis, Paris, Inter-continental Communications
- International Aids Foundation, Senior Communications Manager
- The University of Oxford, PhD program
- Democratic National Convention Committee, USA, Deputy Director Digital Media

"It's the balanced combination of diversity and quality instruction that ultimately makes an AUP education so meaningful."

– LINDSEY TRAMUTA, MA '09



PROGRAM STRUCTURE

The MA in Global Communications is a 48-credit program that can be completed in three semesters over one calendar year with a summer session, or over one and a half years.

The program is composed of:

- core courses and electives providing theory, research and hands-on projects to study selected subjects in depth;
- practicum sessions with experts in the field that allow you to put theory into practice and have concrete examples and experiences to support you in your professional life;
- an internship or a thesis.

Beyond the core courses, there is flexibility in course selection based on the offerings in the different tracks. Take a look at our website for a detailed list of program requirements.

"The MAGC program is designed for students to find the pathway to future success that suits their own needs. We take our students seriously - as future professionals, as emerging scholars and, above all, as humans with something to say and somewhere to go. Whether they come to explore career options, to consolidate an area of expertise, or to change direction entirely, students shape their program around a desire for challenge. We're extremely proud of the range and depth of success that program graduates have achieved. MAGC graduates are culturally literate, boundary-pushing and influential communications professionals and thinkers around the world."

– ROBERT PAYNE, PROGRAM DIRECTOR,
MA IN GLOBAL COMMUNICATIONS



LEARNING GOALS

- Study with leading theorists specializing in global communications to develop intellectual and analytical skills essential for research and professional practice;
- Acquire practical hands-on experience working with experts in brand management, advertising, marketing, cultural policy and social movement communications from fields including international public relations, advertising, branding, broadcast journalism, NGO and sustainable development;
- Critically reflect on central issues covered by course work - globalization, media, civil society, and intellectual life - and participate in conferences and cultural events.

SEMESTER 1 16 CREDITS
2 core courses
2 elective courses

SEMESTER 2 16 CREDITS
2 core courses
2 elective courses

SEMESTER 3 16 CREDITS
2 elective courses
Internship/Thesis

TOTAL 48 CREDITS
Tuition is €810 per credit
Total Program: €38,880

**THE AMERICAN
UNIVERSITY 55
of PARIS YEARS**

APPLY ONLINE: WWW.AUP.EDU/GRADUATE

Office of Admissions
5, Boulevard de la Tour Maubourg
75007 Paris, France

+33 (0)1 40.62.07.20 (tel)
admissions@aup.edu
www.aup.edu/admissions