



**EAST BRIDGE  
UNIVERSITY**  
PARIS, FRANCE



# **Master of Media Science**

## **Digital Media**

# MASTER OF MEDIA SCIENCE IN Digital Media

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Step into the dynamic world of digital media and create innovative digital strategies to drive successful campaigns leveraging technology and storytelling with our Master of Media Science in Digital Media.

With the onset of the 21st century, the digital revolution has impacted all areas of our daily lives. Brands across various industries now rely on digital mediums to communicate their messages and interact with their audience. With a thorough understanding of different digital media platforms, ethical and integrated communications, and digital media analytics, East Bridge University's Master of Media Science in Digital Media seeks to equip students with the abilities and information necessary to traverse the digital terrain of the twenty-first century successfully. The program dives into the full spectrum of the digital world, starting from social media platforms and web analytics to immersive technologies and mobile content creation enabling students to take on strategic and leadership roles in digital marketing, content creation and brand building.

## WHY PURSUE A Master of Media Science in Digital Media?

- Learn the tools, trends, and technologies shaping global communication
- Dive deep into social media strategy, content development, and digital marketing
- Master digital storytelling and audience psychology
- Gain hands-on experience with analytics, SEO, and user behaviour data
- Understand how digital platforms have transformed communication
- Design effective content for maximum reach and interaction
- Make content decisions backed by real-time performance insights
- Produce compelling digital content across multiple formats
- Build cohesive brand stories in a competitive market
- Navigate digital communication responsibly and professionally



# ABOUT

## East Bridge University (EBU)

East Bridge University is a worldwide higher-learning educational institution that provides online and affordable higher education degrees, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programs are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to empower adult learners and professionals with the best industry-specific courses that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is legally incorporated in Paris and has received approval from the Rector Office of the Paris Academy, which is under the jurisdiction of the Ministry of National Education. This prestigious recognition positions EBU as a legitimate, respected, independent distance learning institution.

## WHAT MAKES EBU'S Programs Unique?



Find work-life balance with our online, flexible program.



The course is endorsed by global partners and education bodies.



Gain a deeper understanding of the functional disciplines of your profession.



Get the opportunity to conduct action-based research work solving real-world challenges.



Enhance your career prospects by earning academic credentials.



Be able to promote positive change and growth in your industry.



Become an industry expert and thought leader in your field.



Open your doors towards doctorate-level academic pursuits.



Address real-world problems with a strong academic understanding.

# EAST BRIDGE UNIVERSITY'S MEMBERSHIPS AND ACCREDITATIONS

## Membership



Association to Advance Collegiate Schools of Business (AACSB)



Continuing Professional Development (CPD)



British Quality Foundation (BQF)



European Association for International Education (EAIE)



European Council of Leading Business Schools (ECLBS)



International Vocational Education and Training Association (IVETA)



Association for Teacher Education in Europe (ATEE)

## Accreditations



European Agency for Higher Education Advancement (EAHEA)



Education Quality Accreditation Commission (EQAC)



Edu.Int - Inter-Governmental Organization



International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE)



International Education Accreditation Council (IEAC)



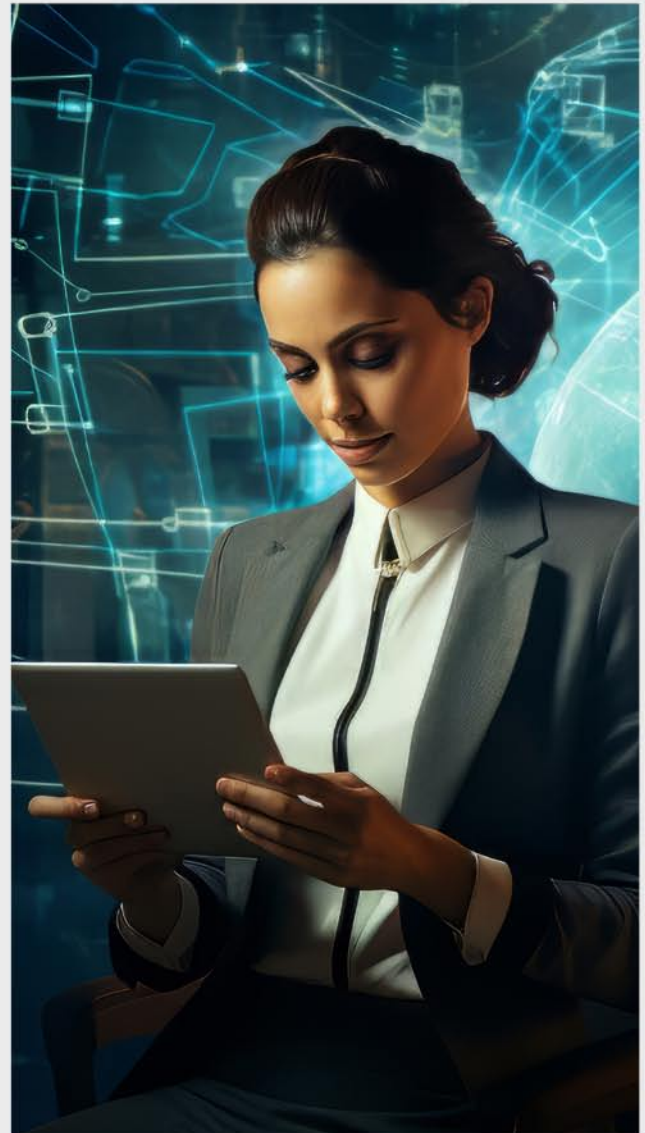
OTHM Qualifications



# MASTER OF MEDIA SCIENCE IN Digital Media

## Program Structure

- ▶ **Foundation: (10 Credits)**
  - Conducting Accurate Internet Research
  - Digital Transformation
- ▶ **Core: (60 Credits)**
  - Communication in Media
  - Media Research Methods
  - Media Ethics and Laws
  - Media History and Culture
  - Content Creation and Curation
  - Media Psychology
- ▶ **Specialisation: (40 Credits)**
  - Introduction to Digital Media
  - Integrated Digital Media Strategy and Advertising
  - Data Analytics in Digital Media
  - Emerging Technologies in Digital Media
- ▶ **Capstone Project (Choose any 1): 10 Credits**
  - Prepare a paper on any topic by attending a live online webinar - 2000 words
  - Attend any seminar on the specialisation subject in your region and create a reflective paper on the same - 2000 words
  - Research Paper on a topic related to your subject - 2000 words



## Eligibility Criteria

To be eligible to pursue a Master of Media Science, an applicant must meet the following criteria:

- ▶ A recognised bachelor's degree in any field, or its equivalent.
- ▶ Prior work experience and learning credits from previous courses.
- ▶ A basic English Proficiency Level (IELTS Level 5.0, or studied all subjects in English at High School, or at least 55% of marks in English at High School).
- ▶ Knowledge of conducting basic online research through internet browsing and proficiency in MS Word is desired.



# EAST BRIDGE UNIVERSITY

**Begin your journey as a Creative Leader  
in the field of media.**

*Join the Master of Media Science in Digital Media program  
at East Bridge University.*

*For more details, visit :*

<https://www.ebu.ac/mms-in-digital-media.php>



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**www.ebu.ac**



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**Apply Today!**