



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE



Master of Media Science

Advertising, Communications and Creativity

MASTER OF MEDIA SCIENCE IN

Advertising, Communications and Creativity

Become a master communicator, creative strategist and innovative thinker with our program Master of Media Science in Advertising, Communications and Creativity, where creativity and innovation meet strategy and analytics.

In the ever-evolving and competitive field of advertising, media and strategy, it has become imperative for professionals in this domain to craft unique, compelling, and attention-grabbing brand messages that resonate with consumers. Today the online world is flooded with content and each business is striving to gain the attention of their audience. At East Bridge University, we have designed our program to equip candidates with the theoretical concepts of advertising and communication along with the creative aspect of messaging which is elemental in crafting unique brand images that resonate with the audience. A good marketing communication is a perfect amalgamation of strategy and analytics with a creative and out-of-the-box approach that evokes a sense of belonging and understanding between the brand and the audience.

WHY PURSUE A

Master of Media Science in Advertising, Communications and Creativity?

- Decode audience behaviour and apply insights to real-world campaigns
- Learn the fundamentals of creative copywriting and visual messaging
- Apply marketing theories to advertising strategy
- Build and manage effective brand identities
- Create content tailored for today's media platforms - from digital to broadcast
- Learn to craft compelling campaigns that speak to the heart
- Master the psychology behind consumer behaviour and media impact
- Build expertise in strategic communication, brand storytelling, and creative design thinking
- Embrace innovation and technology to lead in today's fast-changing media landscape
- Study 100% online, on your schedule, from anywhere in the world

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 Advertising, Communications and Creativity

Program Structure

► Foundation: (10 Credits)

- Conducting Accurate Internet Research
- Digital Transformation

► Core: (60 Credits)

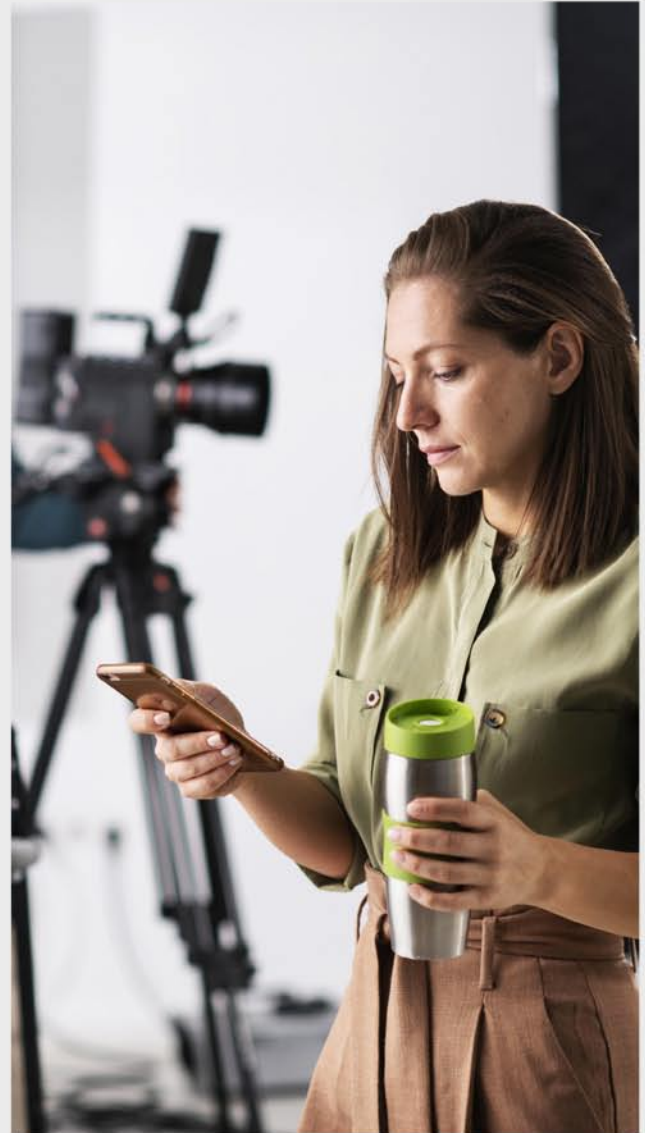
- Communication in Media
- Media Research Methods
- Media Ethics and Laws
- Media History and Culture
- Content Creation and Curation
- Media Psychology

► Specialisation: (40 Credits)

- Advertising Foundation and Strategies
- Advertising Execution and Analytics
- Integrated Communication and Advertising strategies
- Creative Innovation / Creativity in Advertising and Communication

► 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 Advertising,
Communications and Creativity program at East Bridge
University.*

For more details, visit :

<https://www.ebu.ac/mms-in-advertising-communications-and-creativity.php>



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Apply Today!