

EUROPEAN MASTER'S IN COMMUNICATION SPECIALITY ADVERTISING STRATEGIES AND DIGITAL COMMUNICATION - LEVEL 7 EQF



Level
7 EQF (European
Qualifications Framework)



Duration
2 years



Credits
120 ECTS



Target group
Students - people seeking
employment - employees and
professionals in the sector



Admission requirements
Candidates holding a level 6
EQF qualification or a
qualification equivalent to the
attainment of 180 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



First Year Assessments

- Continuous assessment
- Practical examinations 1 (3h)
- Practical examinations 2 (3h)
- Thesis defence (1h)

Modern language

- Reading (1h45)

Second Year Assessments

- Continuous assessment
- Written examination (3h)
- Practical examinations 2 (3h)
- Thesis defence (1h)

Modern language

- Listening (45 min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

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In the digital age, companies need to rethink their communications in order to achieve greater authenticity and creativity. They rely on experts in advertising strategy to promote a positive image and stand out from the competition through innovative marketing policies and strategies, particularly on the web and social media.

The **European Master's in Communication, specialising in advertising strategies and digital communication**, teaches students the techniques needed to implement these strategies. The course integrates fundamental theories and professional practices in communication, advertising, marketing and media, with an emphasis on brand strategy and the digital environment.

LEARNING OUTCOMES

- Implement a communication and advertising strategy incorporating media, non-media and digital tools
- Understand the media and communications market and its players
- Build a genuine communications strategy that includes in-depth analysis of the brand or company
- Understand the sociological, cultural and semiotic context of the brand

PROGRAMME

PROFESSIONAL SKILLS (600-730 HOURS)

Master's Year 1

Strategic Marketing

Marketing Strategy - Marketing Mix - Analysis
Tools - Positioning - Competition
Segmentation - Target markets - Pricing strategy -
Distribution

Strategic and international communication

Geopolitics - Intercultural management -
Communication strategies - Psychology and
semiotics

Message production techniques and the legal framework for communication

Writing Techniques - Legal Framework

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

Master's Year 2

International Marketing

Segmentation - Market Studies - Marketing Mix

Advertising strategy and brand strategy

Brand Identity - Media Strategies

Digital communication strategy

Website - SEO - E-Mix marketing - Mobile
marketing

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2
German, English, Spanish, French, Italian,
Portuguese

Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish,
French, Italian, Portuguese

CAREER DESTINATIONS

- Agency Product Manager
- Advertising Agency Manager
- Head of Internal or External Communication
- Digital Project Manager

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

CCE (Company Skills Certificate) Assessments

Quiz (1h)