SORBONNE UNIVERSITY ABU DHABI

Master in
MARKETING, COMMUNICATION AND MEDIA

COURSE CATALOGUE FOR THE 2025-2026 ACADEMIC YEAR

The Master in Marketing, Communication and Media (MCM) at Sorbonne University Abu Dhabi is awarded by Sorbonne Université Paris and delivered in Abu Dhabi.

Drawing on the excellence of CELSA Graduate School of Communication, part of Sorbonne Université in Paris, the programme merges rigorous European academic traditions with tailored insights for the UAE and global markets.

Marketing, Communication and Media

Programme Code: 4-MA-MCM

Level: Postgraduate

Credits and Duration: 120 credits taken over 4 semesters - 24 months full time.

Delivery Language: English

Learning Outcomes

PLO 1	**Critically evaluate evidence in support of an argument or proposition in the area of management, marketing and media through the application of appropriate theories in social sciences and communication studies, principles, and data.**
PLO 2	**Apply research and discipline-specific professional skills in management, marketing, communication and media to make informed judgments on business and communication challenges.**
PLO 3	**Synthesise ideas, theories, and information arising from professional and research activities and communicate solutions effectively to peers and the wider community.**
PLO 4	**Engage in collaborative activities and group projects that demand cross-disciplinary interaction, and demonstrable autonomy in conducting independent research.**
PLO 5	**Advance existing scholarship in the discipline by continually adapting to market changes and contributing to professional practice.**
PLO 6	**Demonstrate cultural awareness and sensitivity at strategic and leadership levels in their organisation through identifying the impact of ethics in business.**

SORBONNE UNIVERSITY ABU DHABI

Postgraduate
Academic calendar
2025-2026

AUGUST

M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 25-31 Aug: Orientation week

SEPTEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

- 1 Sep: Start of Semester 1
  Click here for first day of classes information
- 4 Sep: Prophet Muhammad's Birthday

OCTOBER

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

NOVEMBER

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- 5 Nov: Astrolabe Career Fair

DECEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

- 1 Dec: Commemoration Day
- 2-3 Dec: UAE National Day
- 11 Dec: SUAD Networking Night
- 15 Dec-11:Jan Winter Break
- 25 Dec: Christmas Day

JANUARY

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

- 1 Jan: New Year
- 12-21 Jan: Semester 1 exams
- 26 Jan: Start of Semester 2

FEBRUARY

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

- 11 Feb: Employability Day
- 16 Feb: Start of Holy Month of Ramadan

MARCH

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 18-21 Mar: Eid Al Fitr
- 23 Mar- 5 Apr: Spring Break

APRIL

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

MAY

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 1 May: Labor Day
- 10 May: End of classes
- 11-17 May: Revision Week
- 18-31 May: Semester 2 exams
- 26 May: Arafat's Day
- 27-29 May : Eid Al Adha

JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 17 June: Islamic New Year
- 18-29 June: Catch-up session
- 29 June: End of Academic Year for all undergraduate students

Legend:
- Classes
- Academic Holiday
- University summer closure
- Integration week
- Revision Week
- Exam period

All National & Religious Holidays are tentative and subject to change

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Programme Overview:

The programme integrates humanities and business, providing a unique interdisciplinary framework that combines social sciences with contemporary business needs. Its structure includes 18 months of in-class coursework focusing on theoretical concepts and hands-on learning, followed by a six month thesis and internship phase.

Small class sizes foster interaction, with real-world projects and case studies enriching the curriculum. Students benefit from the fusion of academic research excellence and practical application, with courses covering communication strategies, digital marketing, corporate social responsibility, and media innovation.

Graduates emerge culture-savvy and professionally equipped to design impactful communication strategies for diverse audiences and industries.

This master's programme emphasises sustainability aligned with SUAD's strategic priorities, ensuring that students understand and apply responsible marketing and communication practices. It equips students with advanced skills across marketing, communication, and media, embedding key topics including sustainability, digital literacy, and AI to prepare graduates for leadership in evolving international markets.

The affiliation with CELSA, renowned for communication sciences, enables access to world-class faculty. Graduates possess both critical thinking skills and industry-relevant expertise, ready to navigate global communication landscapes and contribute meaningfully to sustainable development and business innovation.

Programme Structure: The Master in Marketing, Communication and Media requires the successful completion of 120 ECTS comprising:

Programme Structure:

Module	Course code	Course name	Credits	Hours	Date
1st Semester					
Communication Mastery	COMM - 525	Communication Studies	3	20	Sep
	COMM - 525	Communication Studies II	3	20	Sep
	COMM - 526	Interpersonal and Group Communication	3	20	Oct
	COMM - 527	Public Relations and Opinion	3	20	Oct
Decoding Consumption	COMM - 528	Advertising and Consumption Studies	4	20	Nov
	MKTG - 700	Consumer Behaviour	4	20	Nov
	MGMT - 574	Strategic Planning and Consumption	4	20	Nov / Dec
Initiation to Research	RSCH - 700	Thesis Research I	6	20	Dec

Module	Course code	Course name	Credits	Hours	Date
2nd Semester					
Global Engagement	COMM - 518	Globalisation Studies: About Culture and Communication	4	20	Jan
	COMM - 518	Globalised Encounters: Tourism, Heritage and Communication	4	20	Jan
	RSCH - 506	Corporate Communication Strategies in a Globalised World	4	20	Feb
The Art and Science of Media	MEDI - 503	Media Studies	4	20	Apr
	MEDI - 503	Social Media and Network Culture	4	20	May
	MEDI - 505	Media Strategies in a Globalised World	4	20	May
Initiation to Research	MKTG - 538	Thesis Research II	4	20	Jun

Programme Structure:

	Module	Course code	Course name	Credits	Hours	Date
3rd Semester	**Digital Frontiers**	COMM - 509	**Communication, Artificial Intelligence and Virtual Reality**	4	20	Sep
		MEDI - 500	**Business Models, Management and Digital Revolution in the Media World**	4	20	Sep
		MGMT - 538	**Digital Marketing, Advertising and Online Reputation Management**	4	20	Oct
	The Art and Science of Media	MGMT - 509	**Marketing Strategies in a Global Market Place**	4	20	Oct
		MGMT - 509	**Business Models and Business Plans in the Contemporary World**	4	20	Nov
		MGMT - 529	**Business Game Simulations - Strategic Decision Making**	4	20	Nov
	Initiation to Research	RSCH - 502	**Thesis Research III**	6	20	Nov / Dec
		COMM - 509	***Sustainable Communication and Marketing**	3	20	Jan
		IRH - 502	***Corporate Social Responsibility**	3	20	Jan

*Course offered in January

	Module	Course code	Course name	Credits	Hours	Date
4th Semester	**Applied Research**	MKTG - 538	**Master's Thesis**	12	20	Apr
	Work Experience	RSCH-502	**Internship or Professional Report**	12	20	May

Syllabi Courses

Master 1 - Semester 1

Course code and title	COMM - 525 – *Communication Studies I*
Instructor	Ivana Beveridge
Date	September
Credits	3
Contact hours	20
Course description	This course provides a comprehensive introduction to the dynamic field of communication, integrating foundational theories with practical applications across branding, media, and messaging strategies. Students will explore communication theories and concepts including mass communication theories such as hypodermic needle, gratification theory and spiral of silence, focusing on how messages are crafted, delivered, and received across various channels and platforms with focus on both verbal, non-verbal and visual communication. The curriculum covers branding fundamentals focusing on both tangible and intangible aspects of the brand, positioning strategies with tools including Aristotle's triangle and the PESO model. Students will create messaging architecture and learn about thought leadership principles to effectively influence audiences. The course also offers an introduction to media studies, introducing foundational concepts of media literacy, theories of media globalisation, cultivation and media framing, postcolonial theories, and world systems theory, to name some. Students will build critical media literacy skills blending insights from sociology, media studies, psychology, and new media technology. This knowledge equips them to design and evaluate brand strategies that resonate with both local and global audiences, while also navigating challenges posed by digital transformation and evolving media ecosystems. During the introductory communication courses, the students are encouraged to select new or existing startup ideas to analyse across different courses, allowing them to simultaneously develop entrepreneurial skills and build a comprehensive startup marketing plan.
Course Learning Outcomes (CLOs)	1. **Understand** and **apply** foundational and advanced communication theories in diverse contexts. 2. **Develop** critical media literacy skills to access, analyse, evaluate, and create media messages. 3. **Explore** key media concepts such as globalisation, cultural flows, cultivation theory, media framing, and adaptation theories. 4. **Design** and **evaluate** effective brand strategies including brand positioning and identity. 5. **Apply** communication, media, and branding principles to real-world scenarios through critical thinking and practical exercises. 6. **Develop** communication and presentation skills.
Evaluation	Course participation and group project presentation integrating course concepts, delivered on the last day of the course.

Course code and title	COMM - 525 – *Communication Studies II*
Instructor	Ivana Beveridge
Date	September
Credits	3
Contact hours	20
Course description	This course builds on the foundations established in Communications Studies I, going deeper into rhetoric, integrated marketing communication, and intercultural dynamics. It offers students a thorough examination of advertising principles and their role in shaping culture and identity, drawing on interdisciplinary frameworks to expand on branding concepts introduced previously. The curriculum emphasises psychological principles underpinning advertising, including neuromarketing, cognitive biases, persuasion foundations, and an introduction to semiotics. Students gain practical skills necessary to navigate complex, diverse media and consumer environments, preparing them for advanced study in advertising and intercultural communication. Core themes include introduction to advertising; advertising principles; psychological triggers and nudging; cognitive biases and neuromarketing; and persuasion techniques. The course addresses imagery, visuals, and copywriting, while also setting the foundation for subsequent courses in public relations and social media. It also explores cultural communication, including tangible and intangible layers of culture, mindset differences influencing cross-cultural communication, high- and low-context communication, and the role of language in intercultural exchanges.
Course Learning Outcomes (CLOs)	1. **Analyse** how rhetoric and marketing communication influence culture, identity, and branding in diverse contexts. 2. Critically **apply** interdisciplinary frameworks to deepen understanding of intercultural communication principles. 3. **Develop** methodologies for academic and professional communication studies across media environments. 4. **Understand** and **explain** fundamental advertising principles and psychological approaches to persuasion. 5. **Create** advertising content and branding strategies that are sensitive to cultural differences and audience behaviour. 6. **Enhance** personal communication and presentation skills for effective interaction in interconnected and multicultural settings.
Evaluation	Course participation, a group oral presentation on the last day of the course and a written group assignment delivered a week after the course.

Course code and title	COMM - 526 – *Interpersonal and Group Communication*
Instructor	Ivana Beveridge and Anja Merz
Date	October
Credits	3
Contact hours	20
Course description	Following the foundational courses in mass communication, this course offers an in-depth exploration of interpersonal and group communication foundations, enabling students to analyse and practise diverse communication styles, including assertive, aggressive, passive, and passive-aggressive approaches. Emphasising self-awareness, students conduct personal SWOT analyses to identify growth areas and refine their communication effectiveness. The curriculum focuses on active listening techniques such as attending, paraphrasing, questioning, and responsive body language. Group dynamics and team roles are examined across various contexts including physical, temporal, social-psychological, societal, cultural, and situational, providing a comprehensive understanding of communication in real-world settings. Conflict management, emotional regulation, and assertiveness are studied extensively, alongside strategies to escape unproductive interaction patterns like the drama triangle (victim, rescuer, and persecutor). The course also trains students in interpreting non-verbal signals including facial expressions, posture, gestures, and tone of voice to enhance communication impact. Practical learning is embedded through experiential roleplay and collaborative exercises, supported by negotiation simulations based on INSEAD case studies, allowing ample time for preparation.
Course Learning Outcomes (CLOs)	1. **Apply** key interpersonal communication concepts and styles, including assertive, aggressive, passive, and passive-aggressive approaches, in diverse practical contexts. 2. **Conduct** personal SWOT analyses to enhance self-awareness and communication effectiveness. 3. **Demonstrate** active listening skills through attending, paraphrasing, questioning, and appropriate body language. 4. **Analyse** group dynamics and team roles within physical, temporal, social-psychological, societal, cultural, and situational communication contexts. 5. **Recognise** and **overcome** unproductive interaction patterns such as those characterised by the drama triangle (victim, rescuer, persecutor). 6. **Interpret** and **employ** non-verbal cues including facial expressions, gestures, posture, and tone of voice to strengthen communication impact.
Evaluation	Continuous assessment through individual participation and reflections, negotiation simulations, and a final group roleplay.

Course code and title	COMM - 527 – *Public Relations and Opinion*
Instructor	Jean-Pierre Beaudoin
Date	October
Credits	3
Contact hours	20
Course description	This course provides students with a thorough understanding of public opinion, intangible assets, and the management of crisis, risk, and issues in communication. Central to the curriculum is the exploration of tensions between market-driven logics and societal values, framing many opinion risks and crises organisations encounter. Students examine longterm structural trends influencing public opinion and public debates, assessing their effects on organisational management and decision-making. This theoretical foundation is complemented by practical tools for analysing and synthesising complex communication issues, designing and implementing strategic responses at managerial levels. The curriculum integrates social science concepts with communication management, enabling learners to identify critical dimensions of opinion in management situations and to formulate effective communication strategies. Emphasis is placed on understanding the mechanisms behind public opinion formation, the interplay between societal, market, and cultural logics, and the evolving roles of various publics in shaping debates. Students learn to evaluate risks associated with management decisions and to devise integrated communication plans grounded in multidisciplinary frameworks.
Course Learning Outcomes (CLOs)	1. **Understand** the mechanisms of public opinion forming and influence. 2. **Understand** the links between logics of societies, markets and cultures. 3. **Analyse** the roles of categories of publics in the public debate. 4. **Evaluate** the risk potential linked to management decisions. 5. **Apply** social science concepts to communication management situations. 6. **Create** communication strategy integrating multiple dimensions of issues.
Evaluation	Individual in-class quiz and a group presentation based on case study analysis.

Course code and title	COMM - 528 – *Advertising and Consumption Studies*
Instructor	Karine Berthelot-Guiet
Date	November
Credits	4
Contact hours	20
Course description	This course offers an in-depth exploration of communication, advertising, and consumption through the lens of the humanities and social sciences. Students investigate the historical and theoretical foundations of sociological, anthropological, and communicative approaches to consumption, highlighting its connection with advertising, societal patterns, and semiotics. They gain analytical tools to understand how advertising and consumption function as powerful forms of communication that shape cultural and consumer practices. Particular emphasis is placed on rapidly evolving consumption patterns in societies such as the UAE and across the GCC. The curriculum covers foundational theories including Bourdieu's Distinction, Baudrillard's Self-fulfilling Prophecy, Benjamin's Aura of Commodity, exploring the power of brand representation. Students examine consumption culture, advertising's societal effects, and critiques from mass, conspicuous, and group consumption perspectives. Contemporary topics include advertising and brand criticism, brand literacies, as well as unadvertising and hyperadvertising strategies. Practical components involve socio-semiotic analysis of advertising messages and consumer culture, promoting applied skills. The course concludes with team presentations, enabling students to apply theoretical frameworks and critically evaluate transformations in communication, advertising, and consumption. This holistic approach equips students to thoughtfully engage with contemporary consumer culture and advertising within a globalised, socially dynamic context.
Course Learning Outcomes (CLOs)	1. **Gain** a strong theoretical understanding of consumption and advertising through history, sociology, anthropology, and communication studies. 2. **Learn** to apply and intertwine these methods to analyse consumption-related communication. 3. **Develop** critical thinking regarding the cultural, social, and economic aspects of advertising and consumption. 4. **Acquire** the skills to conduct critical analyses of consumer behaviour and culture. 5. **Develop** communication and presentation skills.
Evaluation	Continuous assessment through course participation and a final presentation linking the theoretical aspects of the course to contemporary examples.

Course code and title	MKTG - 700 – *Consumer Behaviour*
Instructor	Karine Berthelot-Guiet
Date	November
Credits	4
Contact hours	20
Course description	This course offers an introduction to socio-semiotics with a focus on the semiotic analysis of communication and consumption to better understand consumer behaviour and decision-making processes. Students explore the historical and theoretical foundations of semiotics by studying pioneering researchers, key theories, and concepts that explain how signs generate meaning within social and cultural contexts. The course emphasises applied semiotic analysis, enabling students to uncover how advertising conveys meaning and how consumers interpret and engage with it in various cultural and societal settings. In addition to theoretical foundations, the course addresses the sociological aspects of consumption, including mass and group consumption, drawing on diverse theoretical perspectives. Students examine consumption as a form of communication, critically reflecting on consumer culture and its broader societal effects. Practical skills are developed through socio-semiotic methods used to analyse brands, advertising, logos, consumer journeys, and retail organisation. Real-world examples help illustrate how sociosemiotics unpacks the meanings embedded in consumer culture. The course also introduces diverse approaches to understanding consumer behaviour, including business, neuroscience, management, psycho-sociology, and socio-semiotics, providing comprehensive frameworks for studying consumption patterns and their social and cultural implications. This equips students with the ability to critically analyse and interpret consumer behaviour from multiple interdisciplinary perspectives.
Course Learning Outcomes (CLOs)	1. **Gain** a strong theoretical understanding of socio-semiotics and the sociology of consumption. 2. **Learn** to apply semiotic methods to analyse consumption-related communication and consumer behaviour patterns. 3. **Develop** critical thinking regarding the cultural, social, and economic aspects of consumption and consumer behaviour. 4. **Acquire** the skills to conduct independent semiotic analyses of consumer behaviour and culture. 5. **Develop** the ability to interpret consumer decision-making through the lens of socio-semiotics and behavioural insights. 6. **Understand** how consumer behaviour influences and is shaped by communication and semiotic messaging in diverse cultural contexts.
Evaluation	Continuous assessment through course participation and a final group presentation.

Course code and title	MGMT - 574 – *Strategic Planning and Consumption*
Instructor	Deborah Marino
Date	November / December
Credits	4
Contact hours	20
Course description	This course provides an in-depth exploration of strategic marketing, brand management, and communications planning through both academic and professional lenses. Students will grasp foundational concepts behind strategic planning, including its definition, ethical considerations, and significance in shaping successful marketing strategies. Special attention is given to the critical role consumer insights play in creating communication strategies that drive value for brands and audiences. The course takes a multidisciplinary approach by examining consumption as a behaviour, cultural lever, and sociological phenomenon in its historic context. Students will engage with social sciences such as semiotics, cognitive psychology, psycho-sociology, sociology, history, and ethnology to understand emerging behavioural patterns and their impact on marketing. Key topics include the history and evolution of strategic planning, ethical frameworks, consumer insights application, and the use of creative ideas as vital strategic assets in branding. Practical components challenge students to apply these concepts to real-world marketing and brand management problems through case studies and interactive workshops. Students will be equipped to develop and assess comprehensive strategic marketing and communication plans, using insights and creativity ethically and effectively to navigate dynamic markets and enhance brand value. The course fosters active engagement and critical reflection through a final strategic brand plan project, peer reviews, and class discussions designed to prepare students for professional success in marketing and communications.
Course Learning Outcomes (CLOs)	1. **Understand** the philosophy, tools, and challenges in strategic planning in brand communication and marketing and **put** the discipline in the context of the theories of consumption. 2. **Analyse** strategic problems and **define** business, marketing, and communication objectives. 3. **Investigate** consumer needs and behaviours to develop insights that guide targeted strategies. 4. **Develop** brand promises and creative routes aligned with the expectations of different stakeholders. 5. **Develop** group work and presentation skills.
Evaluation	In-class final group project that involves crafting a comprehensive strategy for a renowned brand.

Course code and title	RSCH - 700 – *Thesis Research I*
Instructor	Ivana Beveridge
Date	December
Credits	6
Contact hours	20
Course description	This course introduces students to the fundamentals of master's thesis research, providing a foundation for further study. It covers essential research principles, including how to formulate clear and focused research questions, identify the objectives of the study, construct hypotheses or assumptions and conduct a thorough literature review. Students will learn how to select appropriate research methods suited to their topics and carry out thorough literature reviews to situate their work within existing scholarship. The course also introduces students to different research epistemologies, helping them understand the philosophical foundations of knowledge in research and guiding them in selecting the epistemological approach best suited to their personal perspective and study aims. Students will be exposed to a range of epistemological stances including positivism, interpretivism, and social constructivism, and will learn how these inform the choice of research design and analysis. The course will illustrate various research methods, including quantitative, qualitative, mixed-methods, ethnographic and netnographic approaches as well as sociosemiotics and ethnosemiotics. Students will receive guidelines in different data analysis techniques, gaining practical insight into methods such as thematic analysis, coding, grounded theory, descriptive statistics or regression analysis. Emphasis is placed on understanding the principles behind academic research, such as ensuring rigor, coherence, and alignment with scholarly standards. The course will equip the students with the foundational skills necessary to design and plan their master's thesis effectively, setting the stage for advanced coursework that goes deeper into methodology and data analysis.
Course Learning Outcomes (CLOs)	1. **Understand** the fundamental principles of academic research and thesis development. 2. **Formulate** clear and focused research questions, objectives, and hypotheses. 3. **Conduct** effective literature reviews to contextualise research topics. 4. **Identify** and **select** appropriate research methods for various study designs. 5. **Develop** skills to translate complex topics into viable and manageable research projects. 6. **Prepare** to plan and design a master's thesis in alignment with academic standards.
Evaluation	There is no evaluation for this course.

Master 1 - Semester 2

Course code and title	COMM - 518 – *Globalisation Studies: About Culture and Communication*
Instructor	Sophie Corbillé
Date	January
Credits	4
Contact hours	20
Course description	This course introduces students to the multidimensional phenomenon of globalisation shaping contemporary societies, economies, cultures, and individual lives. It applies interdisciplinary perspective at the intersection of anthropology, media, and globalisation studies. Students will learn about the flow and acceleration of people, goods, ideas, money, and cultural practices across borders, considering both global and local impacts. The course examines the various dimensions of globalisation and interconnected ties (economic, social, cultural, territorial, symbolic), and how they affect and shape the contemporary societies, at a macro and micro (individual) levels: companies, trade, commodities, identities, values, heritage, and citizenship. The students will explore the complex intertwining of the global and the local and the influence of culture on globalisation, engaging with different dimensions of global interconnectedness. Special attention is given to how globalisation affects urban environments, focusing on urban anthropology and globalisation to understand challenges faced by large cities including political, social, security-related, health and environmental. Students will also learn how globalisation and digitalisation influence tourism, and how media help create an "authentic" tourist experience while at the same time producing a globalised product. The course will allow the students to understand the complexity of the contemporary world and communication processes, giving them tools to observe and analyse these processes with critical distance.
Course Learning Outcomes (CLOs)	1. **Understand** debates and issues surrounding the concept of globalisation in anthropology and social sciences. 2. **Explain** the economic, social, cultural, and symbolic trends in globalisation. 3. **Comprehend** debates about the issues at stake with these trends. 4. **Analyse** the links between concepts, issues, and one's own experience. 5. **Design** reflections concerning the main fields affected by globalisation: cities and space; identities, tourism and heritage; consumption; market forces; etc. 6. **Develop** a presentation addressing an issue in relation to globalisation.
Evaluation	Personal reflection and a group presentation.

Course code and title	COMM - 518 – *Globalised Encounters: Tourism, Heritage and Communication*
Instructor	Hecate Vergopolous
Date	January
Credits	4
Contact hours	20
Course description	This course explores the dynamic interplay between tourism and heritage as key contributors to national identity and economy through the lens of communication. Drawing on anthropological, sociological, and semiological theories, students will deepen their understanding of how heritage is constructed, interpreted, and communicated in contemporary society. The course covers foundational concepts of heritage, including historical, cultural, and institutional dimensions, and investigates the complex relationship between tourism and both tangible and intangible heritage. Students examine how communication theory offers unique insights into tourism and heritage management, beyond traditional approaches, while also analysing the economic and political stakes involved in preserving and developing heritage sites. Through lectures, texts, open discussions, and case studies, learners will engage critically with issues such as heritage conservation, tourism development, and sustainable governance strategies. By course completion, students will be equipped to thoughtfully assess tourism's impact on heritage sites and to communicate heritage's universal value effectively. The course prepares learners to manage heritage tourism challenges and opportunities, promoting cultural understanding and economic development in a balanced and informed manner. This interdisciplinary approach highlights the active role of communication in shaping the future of heritage and tourism.
Course Learning Outcomes (CLOs)	1. **Understand** key theories applying anthropological, sociological, and semiological approaches. 2. **Explore** the foundational concepts of heritage, focusing on its historical, cultural, and institutional dimensions. 3. **Examine** how communication theory enriches the study of tourism and heritage compared to other approaches. 4. **Analyse** the economic and political stakes involved in heritage management and tourism development. 5. **Investigate** the connection between tourism and tangible vs. intangible heritage. 6. **Develop** interpersonal, presentation and communication skills.
Evaluation	In-class group presentation delivered the last day of the course.

Course code and title	RSCH - 506 – *Corporate Communication Strategies in a Globalised World*
Instructor	Stéphane Billiet
Date	February
Credits	4
Contact hours	20
Course description	This course equips students with essential tools to develop persuasive communication strategies through strategic planning. It focuses on the phases of strategic communication planning and how to build effective plans that resonate with target audiences. Students study the principles of persuasion, analysing how communication shapes attitudes, perceptions, and behaviours. The course also covers public image and reputation management, exploring theories on how public perceptions are shaped and maintained over time. Students will gain hands-on experience by creating and presenting strategic communication plans, owing to a combination of lectures, case studies, and group work, students gain. The course also emphasises interpersonal and presentation skills, essential for delivering impactful messages in professional contexts. Students will develop critical thinking and collaboration abilities necessary for success in communication roles, applying theoretical foundations to real-world scenarios. Upon completion, students will be able to design, articulate, and present comprehensive communication strategies that are persuasive and ethically grounded, preparing them for dynamic roles within marketing, public relations, and corporate communication fields.
Course Learning Outcomes (CLOs)	1. **Understand** the importance and process of building a strategic communications plan. 2. **Familiarise** with the phases and tools used in strategic communication planning. 3. Critically **analyse** persuasion and **influence** principles to craft effective messages. 4. **Examine** public image and reputation management strategies. 5. **Develop** interpersonal and presentation skills through group collaboration and public speaking. 6. **Apply** strategic communication concepts to solve real-world challenges and present plans confidently.
Evaluation	A group communication plan delivered on the last day of the course.

Course code and title	MEDI - 503 – *Media Studies*
Instructor	Ivana Beveridge
Date	April
Credits	4
Contact hours	20
Course description	This media literacy course offers students an in-depth exploration of how media shapes our understanding of the world and influences our daily life. It focuses on the critical analysis of diverse media messages using a five-step framework (access, analyse, create, act, and share) to develop comprehensive media literacy skills. Students will deepen their understanding of key media theories such as global media village, media framing, soft power and cultural imperialism, building on previous coursework. The course addresses how media messages are encoded and decoded, alongside ethical issues, bias, and manipulation. Important cognitive biases examined include confirmation bias, availability heuristic, bandwagon effect, negativity bias, and the illusory truth effect among others, with discussions on FOMO and increasingly FOBI. Emphasis is also placed on the dual role of digital culture including both the empowering and its problematic aspects, covering memes, algorithms, digital activism, and the psychological impacts of media use, including social media addiction and wellbeing. Additional topics include the shift from traditional media planning to brand storytelling, consumer psychology, and how subcultures, communities, and fandoms influence media consumption. Students will engage in a group project to produce a podcast critically reflecting on media's role in society. This course fosters critical self-awareness, helping students recognise how their own backgrounds shape interpretations and biases, equipping them to be responsible media users and creators.
Course Learning Outcomes (CLOs)	1. **Demonstrate** critical self-awareness of how personal background influences media interpretation and biases. 2. **Apply** a five-step media literacy framework to access, analyse, create, act, and share media responsibly. 3. **Analyse** key media theories to analyse current media flows and media consumption. 4. **Recognise** and **evaluate** cognitive biases affecting media consumption such as confirmation bias and the bandwagon effect. 5. Critically **assess** the role of digital culture, algorithms, memes, and digital activism in shaping media narratives. 6. **Understand** ethical considerations, bias, and manipulation in media messages.
Evaluation	Group presentation delivered at the end of the course applying course concepts to create a podcast.

Course code and title	MEDI - 503 – *Social Media and Network Culture*
Instructor	Patrick Samaha
Date	May
Credits	4
Contact hours	20
Course description	The course examines how social media sites, algorithms, and networked systems influence the ways people talk, act, buy, and shape each other's opinions in digital spaces. Combining communication theory with real-world marketing practice, the course prepares students to operate in a fast-paced environment driven by data, speed, and attention. Students will explore how platforms shape human behaviour, how online communities and influencers create cultural trends, and how algorithms and AI-driven feeds affect visibility and reach. Students will engage with theories such as network theory, participatory culture, digital anthropology, viral marketing, and platform economics while addressing contemporary issues including data privacy, misinformation, ethical communication, and the commercialisation of identity. They will learn how digital economies function and how users become both consumers and creators through multidisciplinary analysis and practical, hands-on projects. The course aims to equip current and future professionals with critical understanding of media systems and the strategic skills needed to design meaningful campaigns that connect with diverse audiences. This comprehensive approach ensures students are prepared to navigate and shape the evolving digital landscape effectively.
Course Learning Outcomes (CLOs)	1. **Describe** key theories of social media, platforms, and networked culture relevant to marketing, behaviour, and digital communication. 2. **Analyse** the influence of algorithms, AI systems, data privacy, and platform governance on social media strategies and public engagement. 3. **Evaluate** how creators, communities, and digital subcultures shape conversation, trends, and consumption patterns online. 4. **Apply** network theory, participatory culture, and attention-economy concepts to design platform-optimised social media campaigns. 5. **Examine** the dynamics of online identity, the creator economy, and the commercialisation of personal expression. 6. **Collaborate** to design and present an integrated social media strategy that uses behavioural insights, creative storytelling, and ethical principles.
Evaluation	Students will complete a social media campaign group project, an individual reflective writing, and a short assignment that simulate practical work.

Course code and title	MEDI - 505 – *Media Strategies in a Globalised World*
Instructor	Dr Nouha Belaid
Date	May
Credits	4
Contact hours	20
Course description	This course critically explores global media industries and the strategic use of media in transnational contexts. It examines how media products and messages operate amidst the contested politics of representation, shaped by conglomerate media ownership and the rise of local voices. The course analyses digital diplomacy as a dynamic tool for statecraft, focusing on how governments use media platforms to project soft power while navigating algorithmic gatekeeping that influences visibility and agenda-setting. Students will explore the tension between global homogenisation through transnational media flows and cultural imperialism, versus the assertion of local identities via media resistances and hybrid forms, looking at how platform algorithms shape consumer engagement. The course draws on critical theory, cultural studies, and communication scholarship to help students develop nuanced media strategies. Case studies include global media conglomerates and diplomatic campaigns, all while foregrounding ethical concerns about representation, access, and power asymmetries in the global media ecosystem. Emphasis is also placed on transformative shifts from traditional media planning to contemporary strategies such as brand storytelling, the influence of digital culture, memes, and social networks. Students will evaluate how globalisation shapes media content, fostering both unity and division, and develop critical self-awareness of how personal backgrounds influence media interpretation. Through lectures, case studies, and projects, learners will acquire the theoretical insights and practical skills needed to craft strategic media messages for a globalised audience.
Course Learning Outcomes (CLOs)	1. **Demonstrate** a comprehensive understanding of key global media theories and practices. 2. Critically **analyse** how media messages are constructed, manipulated, and interpreted across cultures. 3. **Recognise** ethical issues, biases, and biases influence in media content and campaigns. 4. **Apply** strategies to develop effective, ethical media campaigns in a global context. 5. **Evaluate** the impact of algorithms, memes, and digital culture on media strategies and public engagement. 6. **Develop** critical self-awareness of personal biases and cultural influences on media perception.
Evaluation	Group presentation delivered at the end of the course.

Course code and title	MKTG - 538 – *Thesis Research II*
Instructor	Ivana Beveridge and Sophie Corbillé
Date	June
Credits	4
Contact hours	20
Course description	This second research course builds upon foundational research concepts introduced in Initiation to Research I by deepening focus on research fundamentals, including methodology, data analysis, and thesis organisation. The course guides individual and group work tailored to their specific topics selected during Semester 1. Students will refine their research questions and objectives while developing comprehensive research designs grounded in appropriate epistemological frameworks introduced previously. Emphasis is also placed on advanced data analysis techniques which students will apply to their own datasets. The course also highlights academic writing and presentation skills, preparing students to effectively communicate their literature reviews and methodological approaches to scholarly audiences. Interactive sessions provide constructive feedback on thesis development, promoting rigour, coherence, and scholarly alignment. Students will address challenges related to data collection, analysis, and ethical considerations in research, ensuring their projects meet high academic standards.
Course Learning Outcomes (CLOs)	1. **Refine** research questions and **align** objectives with advanced methodological frameworks. 2. **Apply** diverse qualitative and quantitative data analysis techniques to research data. 3. **Integrate** epistemological perspectives to underpin study design and interpretation. 4. **Develop** academic writing and presentation skills for thesis dissemination. 5. **Engage** in individualised thesis development through group and one-on-one mentorship. 6. Critically **assess** ethical and practical considerations in research progression.
Evaluation	Initial presentation of the literature review and research method, directly building on the learning from the preceding course.

Master 2 - Semester 1

Course code and title	COMM - 509 – *Communication, Artificial Intelligence and Virtual Reality*
Instructor	Samar Ghantous
Date	September
Credits	4
Contact hours	20
Course description	The course introduces students to the role of artificial intelligence (AI) in contemporary business environments, particularly within marketing, communications, and media sectors. It is designed for students outside of IT sector, and it provides an accessible foundation in AI concepts, including machine learning, natural language processing, and data analytics, framed through practical business applications. Students will explore how AI drives efficiencies in customer segmentation, predictive analytics, automated content generation, chatbots, and personalised marketing campaigns. Ethical considerations such as algorithmic bias, data privacy, transparency, and accountability are critically examined to ensure responsible AI use. The course emphasises strategic decision-making, equipping students with frameworks to evaluate AI tools and integrate them into business strategies. Virtual reality (VR) technology is introduced as an emerging medium for immersive experiences and enhanced consumer engagement, allowing the students to gain a broad understanding of VR's potential in experiential marketing, training, and product demonstrations. The course balances theory and hands-on practice, empowering students to leverage AI's capabilities in business contexts beyond communications, promoting innovation and competitive advantage in an increasingly digital economy.
Course Learning Outcomes (CLOs)	1. **Explain** fundamental AI concepts and their relevance to business applications. 2. **Analyse** AI tools for data-driven marketing and customer engagement. 3. **Evaluate** ethical implications of AI including bias, transparency, and privacy concerns. 4. **Develop** strategic approaches for integrating AI into business and marketing operations. 5. **Understand** the role of virtual reality in enhancing consumer experiences and training. 6. **Apply** AI and VR knowledge to design responsible business solutions.
Evaluation	Group project delivered as a presentation on the last day of the course.

Course code and title	**MEDI - 500 –** *Business Models, Management and Digital Revolution in the Media World*
Instructor	XXXX
Date	September
Credits	4
Contact hours	20
Course description	This course offers a comprehensive examination of the transformation in business models and management strategies within the media industry brought about by digital disruption. Students will analyse how technological innovations such as streaming services and Aldriven content creation are revolutionising traditional media models, including subscription-based, advertising-funded, and hybrid systems. The curriculum introduces essential theories of media economics, value creation, and platform dynamics, highlighting the shift towards interactive, user-centred digital experiences. Students will explore a variety of media business models, from DIY creator economies where independent content creators directly engage audiences, to expanded models of copyright exploitation. Key topics include industrial convergence, strategies for monetising digital content, and the development of strategic partnerships that sustain growth in an evolving media ecosystem. The course equips students with analytical tools and practical skills to assess and innovate business strategies, ensuring adaptability and competitiveness in a landscape characterised by rapid technological change and shifting consumer behaviours. By the end of the course, students will be capable of designing forward-thinking media business models that leverage technology while responding dynamically to market demands, preparing them for leadership roles in the digital media sector.
Course Learning Outcomes (CLOs)	1. **Analyse** traditional and emerging business models impacted by digital technologies. 2. **Evaluate** the effects of digital disruption on media economics, business and value chains. 3. **Assess** the role of consumers and creators in user-centric digital media ecosystems. 4. **Develop** innovative strategies for media business sustainability and growth. 5. **Design** business models responsive to digital transformation. 6. **Develop** presentation and collaboration skills in group projects.
Evaluation	Group project delivered as a presentation based on course concepts on the last day of the course.

Course code and title	MGMT - 538 – *Digital Marketing, Advertising and Online Reputation Management*
Instructor	Patrick Samaha
Date	October
Credits	4
Contact hours	20
Course description	This course provides an in-depth exploration of strategic principles and tools essential for digital marketing, advertising, and online reputation management. Students will engage with foundational advertising theories and digital communication frameworks while mastering brand management techniques specifically adapted to the dynamic online environment. A significant focus is placed on understanding consumer engagement across diverse digital platforms, where data-driven strategies for precise targeting and persuasive messaging are critical. The curriculum offers advanced insights on key topics such as reputation management, crisis communication, and the ethical challenges businesses face in the digital age, equipping students to handle complex scenarios with professionalism and integrity. Through a combination of case studies and practical projects, students will refine their abilities to design compelling digital advertisements, craft consistent and authentic brand narratives, and monitor brand sentiment in real time. The hands-on practical component requires students to develop integrated digital marketing campaigns that successfully blend creativity with measurable performance outcomes, preparing them to meet industry standards in fast-evolving digital markets. By the end of the course, students will be wellequipped to implement effective digital marketing strategies that enhance brand visibility, engage target audiences, and maintain a positive online reputation, while navigating the ethical dimensions of digital communication.
Course Learning Outcomes (CLOs)	1. **Understand** foundational digital marketing and advertising theories relevant to online platforms. 2. **Design** effective digital marketing campaigns informed by consumer insights and data analytics. 3. **Apply** strategic brand management techniques to enhance online reputation. 4. **Analyse** digital consumer behaviour and engagement patterns. 5. **Manage** digital communications ethically while navigating reputation crises. 6. **Present** integrated digital marketing strategies with clarity and confidence.
Evaluation	Groups will develop and present a comprehensive strategic project applying course concepts on the final day.

Course code and title	MGMT - 509 – *Marketing Strategies in a Global Market Place*
Instructor	Ivana Beveridge
Date	October
Credits	4
Contact hours	20
Course description	This course explores marketing strategies in a globalised world, emphasising the importance of intercultural competence in business environments. Students will gain knowledge in strategic marketing while learning to navigate diverse cultural contexts effectively. The curriculum covers market segmentation, competitive analysis, and consumer segmentation with a strong focus on the interplay between global strategy and local cultural nuances. In addition to foundational frameworks the students will acquire advanced frameworks including Ansoff Matrix, BCG Matrix, CAGE, VRIO, Blue Ocean, and UPPSALA, among others. The course also introduces key cross-cultural theories including those of Hofstede, Trompenaars, and Hall, providing frameworks that explain how culture influences communication, negotiation, and organisational change. Participants will examine how cultural dimensions impact marketing functions, allowing them to enhance their cultural intelligence (CQ) and develop skills to design inclusive and adaptable marketing strategies that resonate across cultures. The students will also acquire frameworks for different negotiation styles, processes, strategies and tactics in different cultural contexts. Practical applications include developing cross-cultural communication plan and managing multicultural teams.
Course Learning Outcomes (CLOs)	1. **Explain** major cross-cultural frameworks and their relevance to marketing strategy. 2. **Analyse** cultural differences affecting communication, negotiation, and consumer behaviour. 3. **Apply** cultural intelligence to lead and collaborate in diverse marketing environments. 4. **Design** inclusive marketing strategies that address global and local market needs. 5. **Develop** effective cross-cultural communication and presentation skills. 6. **Create** integrated marketing plans that reflect cultural sensitivity and strategic insight.
Evaluation	Intercultural marketing strategy presented as a group project the last day of the course and a group roleplay applying intercultural negotiation styles.

Course code and title	MGMT - 509 – *Business Models and Business Plans in the Contemporary World*
Instructor	Jean-Christophe Pic
Date	November
Credits	4
Contact hours	20
Course description	This course prepares students to develop, innovate, and present viable business projects for established organisations or entrepreneurial ventures. It focuses on enhancing entrepreneurial skills applicable to both personal projects and professional settings. Key topics such include opportunity recognition, value proposition design, strategic production and commercial planning, and financial forecasting. Through seminars, workshops, and group projects, students gain practical experience constructing comprehensive business models and plans. Emphasis is placed on mastering communication and presentation skills to effectively pitch business ideas to stakeholders, covering the process of opportunity recognition, identifying value propositions, creating production and commercial strategies, and developing financial forecasts. Students will learn how to craft and present effective business plans that highlight the potential of a project. Students engage with real-world business scenarios, developing skills in collaboration and problem-solving crucial for successful business ventures. The hands-on approach ensures that learners can translate theory into practice, preparing them to deliver compelling business proposals and manage projects with confidence. By course end, students will be equipped to design sustainable economic projects, deliver persuasive presentations, and collaborate efficiently within teams, ensuring they are prepared for different business challenges.
Course Learning Outcomes (CLOs)	1. **Understand** the methodology for constructing and presenting business models and plans. 2. **Identify** and **develop** viable business opportunities and value propositions. 3. **Apply** financial forecasting and cash management techniques effectively. 4. **Demonstrate** advanced communication and presentation skills for business pitching. 5. **Develop** critical thinking to identify and avoid common business planning mistakes. 6. **Collaborate** effectively to design and present comprehensive business projects.
Evaluation	A group project consisting of a business model and a comprehensive business plan document, followed by an oral presentation.

Course code and title	MGMT - 529 – *Business Game Simulation - Strategic Decision Making*
Instructor	Jean-Christophe Pic
Date	November
Credits	4
Contact hours	20
Course description	This immersive and interactive course places students in realistic management roles within a virtual business environment through a dynamic business simulation. Working in teams, students make strategic and operational decisions while responding to market forces, competition, and stakeholder demands. This hands-on experience sharpens analytical thinking, teamwork, decision-making, and leadership adaptability, skills essential for managerial success in today's fast-changing and complex marketplace. Throughout the course, students develop company vision, mission, and strategic plans, making informed decisions across key business functions such as marketing, finance, operations, and human resources. They present and defend company performance to stakeholders, negotiate with investors, and continuously adapt strategies based on changing business conditions and emergent challenges. The course uses iterative decision rounds complemented by faculty guidance to enhance strategic, financial, and interpersonal skills. By the end of the course, students will be adept at executing core business functions collaboratively, communicating effectively, and presenting complex strategies clearly and professionally. This comprehensive preparation ensures they are well-equipped to meet real-world managerial challenges and succeed in leadership roles within diverse organisational contexts.
Course Learning Outcomes (CLOs)	1. **Execute** essential company functions including marketing, sales, HR, finance, and operations. 2. **Develop** and **implement** coherent business strategies and operational decisions. 3. **Analyse** and **adapt** to competitive and economic environment changes. 4. **Demonstrate** effective teamwork and leadership skills in management scenarios. 5. **Communicate** and **present** company performance persuasively to stakeholders. 6. **Apply** strategic thinking to respond to challenges and learn from outcomes.
Evaluation	In-class participation and engagement in business simulation including group presentation.

Course code and title	RSCH - 502 – *Thesis Research III*
Instructor	Ivana Beveridge
Date	November / December
Credits	6
Contact hours	20
Course description	This course supports students as they advance their master's thesis research, combining group sessions with smaller consultation groups and individual meetings. It focuses on addressing specific challenges related to thesis development, ensuring coherence across different sections, and strengthening alignment between research questions, methodology, and emerging findings. Students will revisit and refine earlier work, critically evaluate their data collection progress, and explore initial data analyses. Emphasis will be placed on interpreting results in the context of the literature and research objectives. Through collaborative discussions and personalised guidance, students will develop critical thinking skills essential for progressing their research rigorously. The course prepares students for subsequent phases by helping them consolidate their analytical approaches and outline the next steps toward their thesis completion. This course component is not evaluated.
Course Learning Outcomes (CLOs)	1. Critically **review** and **integrate** various thesis components into a cohesive research project. 2. **Apply** qualitative and quantitative data analysis techniques to progress research findings. 3. **Identify** and **resolve** methodological and analytical challenges during thesis progression. 4. **Develop** skills in presenting preliminary data analysis and findings effectively. 5. **Engage** in collaborative and individual consultations to advance research quality. 6. **Plan** and **prepare** for the final stages of thesis development.
Evaluation	There is no evaluation for this course.

Course code and title	COMM - 509 – *Sustainable Communication and Marketing*
Instructor	Ivana Beveridge
Date	January
Credits	3
Contact hours	20
Course description	This course provides a comprehensive introduction to sustainable communication and marketing, highlighting its evolution from niche environmental advocacy to a core organisational strategy shaping global business and societal values. Students will explore the intricate challenges organisations confront in communicating sustainability authentically amid rising stakeholder expectations, regulatory complexity, and the risks of greenwashing, including tactics such as greenhushing, greenrinsing, and greenlighting. The students will analyse a challenge of inconsistent lexicon to bridge critical gaps between stated intentions and actual behaviours, known as the intention-behaviour gap, or a sy-do gap in sustainable behaviour. Students will explore how the triple bottom line including balancing economic, social, and environmental priorities creates paradoxes that require communication to embrace complexity, ambiguity, and diverse stakeholder dialogues rather than simplistic, binary messaging. The students will examine sustainability paradoxes requiring nuanced and culture-wise communication strategies that embrace complexity and foster dialogue among diverse stakeholders who often have competing goals and agendas. They will critically analyse cases of greenwashing controversies and evaluate approaches that enhance trust and accountability. The course equips students to design and implement credible, transparent and authenticsustainability communication plans fostering organisational legitimacy, stakeholder engagement, and real-world impact.
Course Learning Outcomes (CLOs)	1. **Understand** the development of sustainability communication as a key organisational imperative. 2. Critically **assess** challenges such as conceptual ambiguity, regulatory fragmentation, and greenwashing in sustainability messaging. 3. **Analyse** consumer decision-making gaps and strategies to promote authentic sustainable consumption. 4. **Apply** principles of transparent and accessible communication to build stakeholder trust and accountability. 5. **Integrate** sustainability frameworks including the triple bottom line and 4Rs into communication strategies. 6. **Design** and **evaluate** sustainability communication campaigns balancing ethical responsibility with clear messaging.
Evaluation	Group presentation based on application of course concepts.

Course code and title	**IRH - 502 – *Corporate Social Responsibility***
Instructor	Billel Ferhani
Date	January
Credits	3
Contact hours	20
Course description	This course explores how businesses integrate ethical, social, and environmental responsibilities into strategic marketing and communication practices. It traces the evolution of CSR from a peripheral concern to a core component of organisational legitimacy and stakeholder engagement. Students will critically examine CSR frameworks like Carroll's Pyramid and the Triple Bottom Line, exploring tensions between profit-making and social impact. The course addresses contemporary challenges such as greenwashing, ethical dilemmas, and navigating diverse regulatory landscapes, including emerging standards like the Global Reporting Initiative and double materiality reporting. Students will analyse the role of transparency, authenticity, and ethical leadership in building corporate reputation and trust. Focus is given to consumer rights, fair trade, sustainable product messaging, and digital ethics, including data privacy and advertising ethics. Students will learn to develop CSR communication strategies that balance organisational goals with societal expectations, foster stakeholder dialogue, and respond effectively to reputational risks. The course further equips learners with practical skills in ethical decision-making, crisis management, and cause-related marketing campaigns, preparing them to lead responsible and impactful marketing initiatives in complex and rapidly evolving global markets. This holistic approach ensures graduates are well-prepared for the demands of modern CSR in marketing contexts.
Course Learning Outcomes (CLOs)	1. **Understand** core ethical principles and CSR frameworks guiding marketing communications. 2. Critically **evaluate** CSR challenges including greenwashing, regulation, and stakeholder expectations. 3. **Analyse** the social, environmental, and economic dimensions of sustainability in marketing. 4. **Develop** transparent, authentic CSR communication strategies that build trust and accountability. 5. **Apply** ethical decision-making and crisis management in marketing contexts. 6. **Create** cause-related marketing and social impact campaigns aligned with responsible business practices.
Evaluation	Group presentation based on application of course concepts.

Master 2 - Semester 2

Course code and title	MKTG - 538 – *Master's Thesis*
Instructor	Ivana Beveridge
Date	April
Credits	12
Contact hours	20
Course description	This course guides students through the final stages of thesis- writing and submission, focusing on synthesising research components into a complete, coherent document. It combines group workshops and one-on-one consultations aimed at refining literature review, method, data analysis and presentation, ensuring methodological rigor, and polishing the overall presentation. Students will systematically revisit all thesis sections, integrate final data analyses, and prepare for oral defence presentations. Special attention is given to academic writing standards, formatting requirements, and ethical compliance. The course equips students with strategies to manage revision feedback and finalise their work confidently, ensuring readiness for successful submission. This concluding course consolidates all previous learning, enabling students to deliver a high-quality, scholarly thesis.
Course Learning Outcomes (CLOs)	1. **Synthesise** research findings and **refine** the thesis for academic rigour and coherence. 2. **Demonstrate** proficiency in academic writing and adherence to submission guidelines. 3. Critically **assess** and **incorporate** feedback for thesis improvement. 4. **Prepare** and **deliver** effective oral presentations or defence of the thesis. 5. **Ensure** ethical compliance and proper citation practices in final thesis work. 6. **Manage** time and workflow efficiently toward successful thesis submission.
Evaluation	This component is evaluated based on the submitted written thesis as well as thesis defense in front of a jury.

Course code and title	RSCH-502 – *Internship or Professional Report*
Instructor	Ivana Beveridge
Date	May
Credits	12
Contact hours	20
Course description	This course introduces students to the principles and practices of internships or professional reports, providing a structured foundation through group sessions followed by personalised consultations. The initial group session focuses on outlining key concepts, expectations, and ethical considerations related to professional reports. Students will learn how to plan, document, and reflect on their practical experiences effectively. The course offers guidance on using a standardised template for writing the professional report, ensuring clarity, coherence, and consistency in documenting their work. Following the group sessions, students engage in one-on-one consultations tailored to their unique internship or project contexts, receiving support in refining content, addressing challenges, and aligning their reports with academic and professional standards. Throughout the course, emphasis is placed on linking theory with practice, fostering critical reflection, and developing professional communication skills vital for career readiness. The course will equip the students to produce well-structured, insightful reports that accurately represent their professional growth and learning outcomes.
Course Learning Outcomes (CLOs)	1. **Understand** the key principles and ethical considerations of professional internships or reports. 2. **Plan** and **document** practical experiences using a structured report template. 3. **Apply** critical reflection to link theoretical concepts with professional practice. 4. **Develop** professional communication skills to effectively present internship or project outcomes. 5. **Receive** and **incorporate** feedback through individual consultations to enhance report quality. 6. **Demonstrate** the ability to produce coherent, well-organised, and academically aligned professional reports.
Evaluation	This component is evaluated based on the quality of the written report using the templates and guidelines provided during the programme.

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