

# Master of Arts in Digital Media and Global Communications

Empower yourself with the expertise, interdisciplinary skills and hands-on experience essential for a successful career in the dynamic world of digital media and global communications.

The program equips students from various academic disciplines with a versatile skill set, including critical analysis and creativity, digital media expertise and proficiency in intercultural communication and strategy.

This professionally-oriented 45-credit program, which can be completed in 18 months, is designed with flexibility to cover a broad spectrum of digital

media applications, ranging from marketing and public relations to gaming and eSports. With a strong focus on ideation, creativity and design, students have the opportunity to specialize in areas such as digital marketing, intercultural communications, or media production.

Through practical projects and academic rigor, graduates are well-prepared for an array of roles in the dynamic digital media landscape.



## Program Highlights:

- Tailored to set you on a promising career path in the rapidly evolving digital media landscape.
- Covering a wide range of disciplines, from marketing and public relations to gaming and eSports.
- Complete your Master's in just 18 months, spanning five instructional terms.
- Prepare for roles such as digital marketing strategists, social media specialists, public relations and advertising executives, and more.
- Gain insights into intercultural communications, making you a strong candidate for roles in global organizations.



Launch Your Career with a  
Master of Arts in Digital Media  
and Global Communications!

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# Master of Arts in Digital Media and Global Communications

## Quick Facts:

**Professionally oriented degree:** Prepares graduates for diverse digital media and communications roles.

**Comprehensive curriculum:** Covers intercultural storytelling across multiple platforms and emphasizes ideation, creativity and design.

**18-month program:** Consists of 45 credits spread over five instructional terms.

**Strong focus on skills:** Develops problem-solving, digital mindset, communication, demonstration, technique, application, aesthetic fluency and professionalism.

**Capstone project:** Students organize and present a portfolio of work, showcasing their skills, knowledge and abilities for a successful career in digital media and global communications.

## Featured Courses :

**Foundations of Digital Media:**  
Grasp digital media basics and set the stage for advanced courses.

**Technology & Design:**  
Understand the synergy of technology and design in digital platforms.

**Research Methods in Digital Media & Communications:** Master qualitative and quantitative research in digital media.

**Design Thinking & Digital Media:**  
Apply design-centric solutions in digital media principles.

**Interactive Communications:**  
Dive into the user experience and interactive design principles.

**Data Analytics:**  
Learn to interpret data for informed digital strategy.

**International Advertising:**  
Explore global advertising strategies in digital spaces.

**Digital Storytelling & Brands:**  
Utilize digital media to build brand stories and identity.

**Capstone:**  
Apply learned skills in a comprehensive, real-world project.

## Program Opportunities:

- Showcase your digital media portfolio and projects in a comprehensive portfolio.
- Gain a competitive edge through courses focused on international advertising and intercultural communication.
- Engage in hands-on interactive projects that mirror real-world digital media tasks.

University of Niagara Falls Canada has been granted a consent by the Minister of Colleges and Universities to offer this program for a five-year term starting October 14, 2022. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions).

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## Connect with Us

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## Career Pathways:

Graduates of the Master of Arts in Digital Media and Global Communications program will have opportunities to become pioneers in the digital media sector, taking on roles in industries as diverse as art, design, business and engineering.

With a robust demand for professionals skilled in digital strategy and intercultural communications, graduates can expect an array of exciting opportunities in a rapidly evolving global landscape.

In Canada, the digital media sector is flourishing, offering a vibrant job marketing teeming with thousands of employers actively seeking new talent from post-secondary institutions.

Become a **Digital Marketing Strategist**, driving brand growth in a digitally connected world.

Lead as a **Public Relations Manager**, shaping public perception and corporate image.

Revolutionize as an **Advertising Executive**, innovating in the sphere of digital advertising.

Excel as an **Intercultural Communications Specialist**, bridging cultural gaps in global communication.

Become an **Entrepreneur**, utilizing your digital media acumen to launch successful startups.

## Admissions Requirements

Completion of a recognized undergraduate degree equivalent to the four-year honours degree standard identified in the PEQAB Degree Level Standard and the Ontario Qualifications Framework, in an appropriate specialization, or relevant bridging studies, with CGPA of 3.0 (on 4.33 scale) or better.

Applicants who have been awarded a master's degree or higher-level credential from a recognized Canadian university (or equivalent) with a CGPA of 3.00 (on 4.33 scale) or better may be admitted to a graduate program. The principal areas of study or academic emphasis of the second degree must be distinct from that of the first degree.

For more detailed admissions information, please visit [unfc.com/admissions/graduate](https://unfc.com/admissions/graduate)

## Tuition and Fees

For updated tuition and fees, please visit [unfc.com/admissions/tuition-fees](https://unfc.com/admissions/tuition-fees)

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## How to Apply

To learn how to apply, please visit the program page: [unfc.com/MADM](https://unfc.com/MADM)