

Curriculum

Total credit hours: 30

Core Courses: 24 Credit Hours

Course Code	Course Title	Credit Hours	Prerequisite(s)
MDM501	Podcast Production	3	None
MDM502	Advanced Videography	3	None
MDM503	Graphics for Online Communication	3	None
MDM504	Brand Communication	3	None
MDM505	Digital User Behavior (Online)	3	MDM504
MDM506	Digital Media Management	3	MDM504
MDM507	Digital Media Theories (Online)	3	MDM505, MDM506
MDM508	Emerging Trends in Digital Communication and Technology	3	None
MDM509	Research Based Thesis	6	Graduate status MDM507, MDM508

MASTER OF ARTS IN DIGITAL COMMUNICATION AND TECHNOLOGY

Program Overview

Step into the future with our Master of Arts in Digital Communication and Technology, a dynamic 18-month program designed to transform you into a leader in the digital age. Gain cutting-edge skills in online branding, digital media production, and advanced communication technologies, all while mastering the trends shaping industries worldwide. Perfect for fresh graduates and industry professionals alike, this program opens doors to high-impact careers in media, marketing, PR, education, and beyond. Study flexibly with evening classes across Abu Dhabi and Dubai campuses, and graduate ready to innovate, influence, and lead in the fast-evolving digital landscape.

Your future in digital communication starts here!

Who Should Apply

This program is designed for recent graduates in communications, social sciences, or media studies who want to deepen their expertise in digital communication. It also welcomes professionals in marketing, PR, and advertising seeking to advance their skills, as well as career changers aiming to enter dynamic fields like digital marketing or media production. Aspiring innovators and future leaders who are eager to shape the future of communication in corporate, academic, or global settings will find this program particularly valuable. If you're passionate about digital transformation and ready to take the next step in your career, this is the perfect opportunity to elevate your potential.

Career Prospects

Graduates of the MA in Digital Communication and Technology can excel as Digital Marketing Managers, Social Media Directors, Content Strategists, or UX/UI Designers, driving innovation in media, branding, and tech. Opportunities also span Public Relations, E-Learning Development, and Digital Policy Advisory, with leadership roles in corporations, NGOs, and startups. Equipped with cutting-edge skills, you'll shape the future of communication across industries—or launch your own venture.

Why MA in Digital Communication & Technology?

The Masters of Arts in Digital Communication & Technology has been designed to prepare graduates for:

- Future-Proof Career
- Cutting-Edge Skills
- Industry-Relevant Expertise
- Global Networking Opportunities
- Leadership Development
- Innovation-Driven Learning

