

# Master of Arts Communication Design with Advanced Practice - Study Plan\*

Year	Subjects	Credits
First Year	<b>The Business Mindset - <i>weeks 1-6</i></b> Learn vital business and marketing tools for practical application.	20
	<b>Integrated Marketing Communication - <i>weeks 7-15</i></b> Learn the fundamental skills to imagine, organise, execute, and measure a successful integrated communication campaign.	40
	<b>Design for the Real World - <i>weeks 1-11</i></b> Face 5 design challenges and briefs suggested by leading professionals and companies (fashion, automotive, food, consumer goods, and TLC sectors).	40
	<b>Design for a Better World - <i>weeks 12-15</i></b> Learn to design a communication campaign at the service of public communication, NGOs, and non-profit organisations.	20
Second Year	<b>Advanced Practice</b> Experience either a vocational internship with external institutions and companies, an internal research internship, or a period of study abroad.	—
	<b>Major Project</b> Develop your own design research under the guidance of the Course Leader.	60

\*The study plans, including laboratory activities, may be subject to updates from year to year.