



VIRTUAL MASTER OF ARTS DIGITAL COMMUNICATION & SOCIAL MEDIA STRATEGY

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

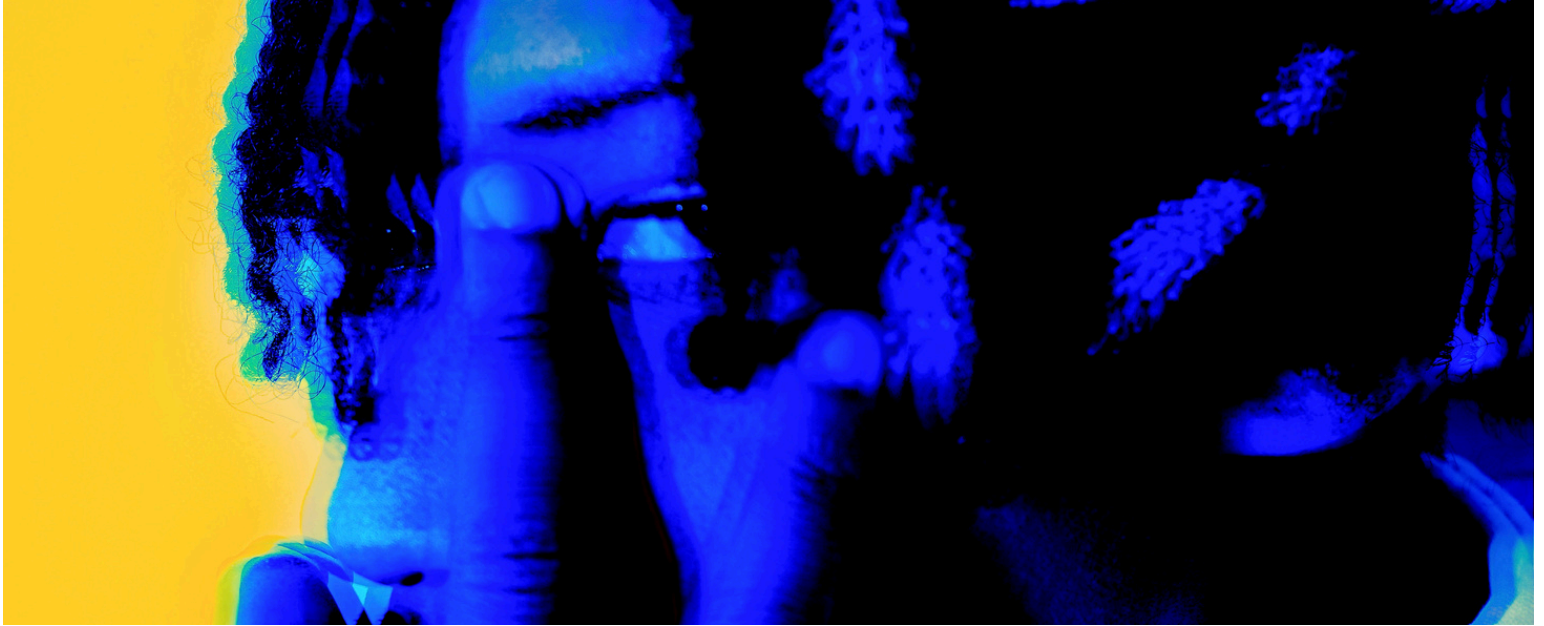
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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

MASTER OF ARTS DIGITAL COMMUNICATION & SOCIAL MEDIA STRATEGY



The Virtual Master of Arts in Digital Communications and Social Media Strategies program offers a cutting-edge exploration of the dynamic intersection between digital technology and communication in today's world. Through an innovative curriculum, students will deepen their understanding of Internet law, ethical considerations, and the intricacies of experiential consumer behaviors. With a strong emphasis on practical application, students will learn about social media management, analytics, and digital advertising, gaining invaluable insights into crafting compelling content and harnessing the power of online platforms. The program equips students with research methodologies essential for navigating the ever-changing digital landscape, preparing them to analyze trends and develop effective communication strategies critically. As students progress, they engage in advanced studies, including digital writing, graphic design, and email marketing, honing their skills in creating impactful digital narratives. Concluding with a capstone project and immersive media exploration, this program equips graduates with the skills and creativity essential for success across various roles within the digital communications and social media domains.

SEMESTER I

Internet Law & Ethics

Experiential Consumer Behaviors

Social Media Management & Analytics

Research Methods

SEMESTER II

Communication Strategies

The Evolution of Fashion Media

Digital Technologies & Creative Direction

New Digital Tools

SEMESTER III

Digital Advertising & Online Media

Creative Content & Digital Writing

Graphic Design, Layout & Post Productions

Email Marketing Strategies

SEMESTER IV

Capstone Project

Experiential Media