
academic master in

CREATIVE ADVERTISING

The one-year Academic Master provides students the chance to develop core skills in copywriting, storytelling and art direction, enabling them to engage in campaigns across various types of media. The programme focuses on the basics of creative advertising - from terminology to project logics - through theory and practice. In addition to theoretical lessons, students will attend intensive workshops with leading companies and sector professionals and will be encouraged to participate in prestigious international creative competitions.

CAREER OPPORTUNITIES

Creative director
Brand consultant
Media planner
Copywriter
Art director

MAIN TOPICS

Advertising
Sociology of cultural
processes
Project design
Art direction
Audiovisual
documentation
techniques
Digital technologies
and applications
Integrated new media

CAMPUS
Milan

AREA LEADER
Patrizia Moschella

ADVISOR LEADER
Sara Buluggiu
