



Are you interested in

- \ Planning Advertising Campaigns?
- \ Creating Creative Online Content?
- \ The Psychology of Story and Storytelling?
- \ Managing Data-Driven Campaigns?
- \ Political Branding?
- \ Digital Leadership and Social Media Influencers?

The Israel Student Authority,

The Jewish Agency and Ariel University invite you to

JOIN OUR PRESTIGIOUS M.A. PROGRAM in

Strategic & Digital Advertising

ONLINE/HYBRID PROGRAM FOR 4 SEMESTERS

YOU CAN COMPLETE M.A. WITHOUT STOPPING YOUR LIFE

What will you get ?

- \\ Learn up-to-date advertising techniques and ways to reach customers.
- \\ Develop your ability to communicate effectively across multiple platforms.
- \\ Study written, spoken, visual, and interactive communication in a dynamic media landscape.
- \\ Become global-minded by analyzing culture-based consumer behavior.

What about career opportunities?

Strategic and digital advertising experts are in high demand in the public sector, private sector, tech companies, retailers, and non-profits. You can become:

- \\ MARCOM - Marketing Communications Manager
- \\ Director of Communications and Strategy
- \\ Director of Global Communications
- \\ Executive Vice President for Strategic Communications
- \\ Director of Social Media

Ready to Apply?

Candidates are Required to Meet the Following requisites:

- \\ Bachelor's degree in Media and Communication / Humanities / Social Sciences with a minimum grade average of 80 from an academic institution recognized by the Council for Higher Education (CHE)*.
- \\ Access to a laptop or desktop computer and a reliable internet connection.

*The Admissions Committee may require that you take basic courses according to your undergraduate degree.

Full tuition scholarship from the Israel Student Authority for eligible students

**Aid is available under the following conditions,
and additionally to the Student Authority terms & conditions:**

Assistance eligibility conditions in terms of administration, 21 up to 35 years old.

By the end of the program, students must have completed a 550-hour Ulpan course.

What should you expect?

- \ Residence at Beit Brodsky (optional) - monthly fee of 1,510 NIS for up to 10 months
- \ A personal advisor
- \ Ulpan course
- \ Social and cultural activities

**All sessions will be recorded,
so you can watch them whenever you want.**



All courses will be in English.

**The first semester begins in October,
so you can start this year!**

For further information and application, please contact the following:

Ariel University:

Ms. Massi Sharfshtein – program coordinator

@\ massis@ariel.ac.il 📞 +972523849113

Ministry of Aliyah and Integration:

Student Authority: @\ aceng@moia.gov.il 📞 +972733972510

Jewish Agency for Israel:

Ms. Valentina Khomenko @\ valentinah@jafi.org or your local Jewish Agency representative or The Global Center ☎ 1-800-228-055

Contact us:

School of Communication administrative coordinator:

Ms. Yasmin Isakov @\ Macom@ariel.ac.il

Administrative advisor for Master students:

Ms. Ekaterina Vasileva @\ auinternational@ariel.ac.il

For more information



visit our
website