



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