MA Advertising, Branding and Communication

**Dear applicant:**

Thank you for your interest in MA Advertising, Branding and Communication!

We are looking for evidence of Significance, Commitment and Rigour in our applicants.

Hence, we would like to ask you additional information in order to better understand your motivations and interests.

Please, be as **specific and concise** as you can.

1. What is the one Advertising, Branding and Communication problem/topic you would like to explore/solve as part of your Master’s Major final Project or Dissertation? [[1]](#footnote-1) (max 100 words)

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1. What sources/references (up to 5) underpin your chosen topic? [[2]](#footnote-2) (max 100 words)

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1. How would you link your previous background to the problem you mentioned above? (max 100 words)

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1. What contribution would you like to make to the disciplines of MA ABC? (max 100 words)

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1. Highlight the level that best scores your capacity to work as part of a team.

(1 – Very Low; 5 – Very High)

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1. Highlight the level that best scores your capacity to verbally present your work in front of others. [[3]](#footnote-3)

(1 – Very Low; 5 – Very High)

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1. Disclaimer
	1. At this level of studies, you shouldn’t expect to be given any technical lectures on any visual language-based software. We accept students from every academic background, but you need to be aware that in the branding and advertising sector high quality outputs are extremely visual. If your technical skills in graphic language are not high, the university has several free online resources to support you in developing them, but this will be at your discretion and considered independent study.

Are you happy with the described above?

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| YES |  |
| NO |  |

* 1. Although we accept applicants from any academic background, you shouldn’t expect any teaching that will take you through the fundamentals of the two main disciplines, Advertising and Branding. Such fundamentals are taught at undergraduate level at courses such as BA (Hons) Branding and Advertising, BA (Hons) Advertising and PR, BA (Hons) Branding and Media, just to name a few. The course handbook includes a vast reading list that covers all the various areas that our students may need to deepen, according to their disciplinary needs and professional ambitions. This list should be consulted since your early days once you enrol as a student in MA ABC.

Are you happy with the described above?

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| --- | --- |
| YES |  |
| NO |  |

**Please, export your file as a PDF and return it to the Admissions team.**

Thank you for your contribution!

Dr Federico Vaz-Canosa

Course leader MA Advertising, Branding & Communication

1. Let us know what topic you would like to research, explore, develop, within the context of MA ABC. We want to make sure our students don’t get here as empty entities, but already with some passions/themes they would like to work on, which will be fine-tuned with the contents of our modules, as you progress [↑](#footnote-ref-1)
2. These are the credible sources of information you have been reading/consulting or that you would consider to back up your studies on the topic you described in Answer 1. [↑](#footnote-ref-2)
3. This is a communication-based course, you’ll have to be very efficient in communicating your ideas. [↑](#footnote-ref-3)