

**DCLead**  
**MSc Digital Communication Leadership**

**Duration**

2 years

**Course description**

The consortium is composed of two communication departments and one engineering department from three universities located in three different countries of the European Union - Paris-Lodron University of Salzburg (PLUS), Vrije Universiteit Brussel (VUB), and Aalborg University (AAU) - five communication or telecommunication departments located in five different countries outside of the European Economic area (Australia, Brazil, China, Ghana, and United States) , one organization located in Brussels representing private television broadcasters, and three large media and communication companies. The core objective of the consortium and its programme is to form reflective future professionals to become critical and constructive experts in the field of digital communication, which pursue academic-scientific integrity and are aware of ethical principles and social values. Teaching in the master programme is delivered following the Problem Based Learning (PBL) method; hence, students do not only learn theoretical concepts, but also the skills and competencies required for applying this knowledge. Therefore, during the seminars of programme, students define problems within an area of examination and work with these issues theoretically, methodologically and empirically. Furthermore, thanks to the collaborations with the non-academic partners of the consortium, students can engage with practical issues that are specific to their future fields of work, and they have opportunities to improve their learning performance, self-empowerment, sense of initiative and entrepreneurship, and their overall employability as scientific, strategic or policy analysts for private, governmental, or non-profit organizations in the field of media and communications.

The programme awards the 'MSc in Digital communication leadership' joint master degree to the students that obtain 120 ECTS credits after two years, and after the successful completion of a Master's thesis. Content wise, the programme aims at delivering five core groups of competencies: Digital technologies and their developments; Policy and innovation; Business and management; Digital communication and culture(s) in Europe, and Ethics and social responsibility. PLUS hosts all of the participants in their first semester and provide the induction courses. In addition to acquiring the basics of all of these competencies, during their second and third semester students specialize in either 'Digital Communication, Policy and Innovation in Europe' at VUB in Brussels, or in 'Digital Technology and Management' at AAU in Copenhagen. In their fourth semester, the students can choose to write their master thesis while being hosted and tutored by one of the partner universities of the consortium or in combination of an apprenticeship at one of the industry partners.

This programme also promotes on a global scale a European approach to research and teaching communication studies, which emphasizes social values.

**Web site**

<http://www.dclead.eu/>

**Partners**

PARIS-LODRON-UNIVERSITÄT SALZBURG, Austria (coordinating institution)  
VRIJE UNIVERSITEIT BRUSSEL, Belgium  
AALBORG UNIVERSITET, Denmark

**Contact**

Sergio Sparviero  
Institute of Communication Studies  
Universität Salzburg | Rudolfskai 42 | 5020 Salzburg | AUSTRIA  
Tel: +43 (0) 662 8044 4121  
[Sergio.sparviero@sbg.ac.at](mailto:Sergio.sparviero@sbg.ac.at)