



THE AGA KHAN UNIVERSITY

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

**MASTER OF ARTS IN STRATEGIC COMMUNICATIONS
(MASC)**

ADMISSION INFORMATION

THE UNIVERSITY

Chartered in 1983, the Aga Khan University (AKU) is an international private university that currently operates in East Africa, South and Central Asia and the United Kingdom.

AKU occupies a pivotal place in the Aga Khan Development Network, a group of development agencies working under the leadership of His Highness the Aga Khan, and contributes in major ways to social development. AKU prioritises higher education and research initiatives relevant to the problems of the societies in which it operates, generally in the developing world.

Through on-going partnerships with prestigious institutions worldwide, AKU brings international expertise to bear upon the establishment and enhancement of its current and future programmes and services. With a growing programme offering, in addition to our existing six campuses spread over three continents, we are planning three new faculties and six graduate schools to deliver a range of educational choices in an environment that respects cultural diversity.

Admission to the Aga Khan University Graduate School of Media and Communications is based on merit and potential for leadership. Merit is assessed by several criteria including scholastic achievements, performance on the AKU Admission Test and an interview.

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

Today's communication leaders begin at the endpoints: their stakeholders. They know that communication is crucial to any organization's success, yet there is a lacuna in strategic communications as an academic and vocational programme. For organizations to survive emerging communication issues, programmes that provide an approach to the understanding of strategic communication are needed.

In response to these challenges and opportunities, the AKU Graduate School of Media and Communications has developed the Master of Arts in Strategic Communications (MASC). The Aga Khan University, Graduate School of Media and Communications (GSMC) is located at Aga Khan University - 4th floor on 3rd Parklands Avenue off Limuru Road in Nairobi, Kenya.

MASTER OF ARTS IN STRATEGIC COMMUNICATIONS

The Master of Arts in Strategic Communications programme is a two-year graduate programme that combines real-life practice with academic rigor to position communication professionals. The programme is designed to provide input ranging from the changing and emerging issues in the communication environment, to leverage stakeholder insights to deliver action-inspiring messages through strategic communications. Therefore, the programme focuses on different forms of strategic communication across markets such as risk and crisis communication,

leadership and innovation, health and development communication, global communication, political communication, financial communication, and investor relations.

This programme is for individuals seeking to enhance their skills and become thought leaders and change-makers in public, private, and non-profit sectors.

The programme comprises 12 courses that include a research thesis offered over four semesters as follows:

Year 1- Semester 1

- Fundamentals of Strategic Communication
- Leadership and Management for Innovation & Growth
- Integrated Marketing Communication
- Research Methods

Year 1- Semester 2

- Issues Management, Risk and Crisis Communication
- Digital Communication Strategy and Management
- Storytelling for Strategic Communication
- Health & Development Communication **OR** Political Communication

Year 2- Semester 3

- Public Affairs, Advocacy & Lobbying
- Issues in Global Communication
- Environmental & Climate Change Communication **OR** Financial Communication & Investor Relations

Year 2- Semester 4

- Thesis

PROGRAMME STRUCTURE

The Master of Arts in Strategic Communications is a comprehensive two-year blended programme, seamlessly delivered through our Virtual Learning Environment. Classes are scheduled on weekday evenings and Saturday mornings, ensuring flexibility for participants. Additionally, each semester will include on-campus face-to-face sessions, complementing the online learning experience.

The year of study is scheduled as follows:

Year 1

Semester 1: September 2024 – January 2025

Semester 2: March 2025 – June 2025

Year 2

Semester 3: September 2025- January 2026

Semester 4: March 2026– June 2026

INFORMATION FOR APPLICANTS

ADMISSIONS TO THE GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

The Graduate School of Media and Communications invites professionals interested in advancing their skills and careers in strategic communication to apply to their Master of Arts in Strategic Communications Programme.

ELIGIBILITY CRITERIA

To be admitted into the Master of Arts in Strategic Communications programme, candidates must meet the general Aga Khan University admission requirements and also fulfill the following criteria:

- a. Have completed a four-year undergraduate degree (or equivalent) in marketing and public relations, media, journalism, communications, business, or cognate discipline/s from an accredited or recognised university with a minimum CGPA of 3.00 (on a fourpoint scale) plus a minimum of two years' professional experience in strategic communications or a related field.

OR

- b. Have a four-year undergraduate degree (or equivalent) from an accredited university with a minimum CGPA of 2.50 plus a minimum of three years of proven experience in advocacy / policy engagement, media and communications or a related field.

In addition, applicants must demonstrate:

- Academic and intellectual ability
- Outstanding written and verbal communication skills (English)
- Basic computer literacy
- Evidence of broad knowledge of history and current affairs
- Relevant work experience as evidenced by a portfolio of work and professional references

After submitting the relevant documentation as proof of qualifications and experience and satisfactorily passing the AKU admission test, shortlisted candidates will be required to attend a personal/virtual interview with a selection panel chaired by the Dean or designate.

HOW TO APPLY

Candidates are encouraged to [apply online](#). For assistance in completing the online application, applicants are advised to go through the [Frequently Asked Questions \(FAQs\)](#) or [Understand the Online Process](#) on the online application portal.

In situations where the online application is not accessible, candidates are advised to call, email or visit the campus for any support that they need to complete the online application. Physical, email and telephone contact information is provided at the end of this document. Details to complete the application are provided within the online application.

The following information will help in preparing the required documents: *Specifications for uploading documents are provided in the table below:*

- a) Completed application form submitted online;
- b) Recent passport size colour photograph on a white background
- c) Copies of official academic transcripts and certificate
- d) Two letters of reference as per the templates provided; one from a professional referee and the other from an academic referee i.e.; someone who has previously taught you.
- e) Current curriculum vitae
- f) Personal statement
- g) Copies of National ID or passport bio data page for non-Kenyan applicants
- h) Proof of payment of application fees

SPECIFICATIONS FOR UPLOADING DOCUMENTS

Document	Uploading Size (should not exceed)	Uploading Format
Passport size colour photograph showing full face (<i>taken within last week to reflect current appearance</i>)	2MB	JPEG
Attested copies of all the required documents; official transcripts, certificates etc.	5 MB each	PDF / JPEG
Proof of application fee paid (<i>see relevant sections for more details</i>)	5 MB	PDF / JPEG

APPLICATION FEE

A non-refundable application fee of Ksh. 5000/- is applicable.

MODE OF PAYMENT

The page for payment on the application site/platform will have a link to Direct Pay online (DPO). DPO accepts **MPESA, credit/debit cards** and therefore will serve both local and international applicants. On the payment portal, the invoice number will be **Course Code 023**

SUBMITTING AN APPLICATION

The deadline for submitting the application is May 4 , 2024.

The online portal will cease to receive applications at 5:00 pm on **May, 4, 2024**

Please ensure that you have complied with the instructions provided in this information sheet. Candidates will be informed of pending, incomplete documents on the online portal. It remains the responsibility of the candidate to complete the application requirements according to the instructions and time schedule.

Aga Khan University reserves the right to admission; to revoke admission and registration if an application form is discovered to be inaccurate or incomplete or if supporting documents are discovered to be fraudulent. Any candidate who presents a fraudulent document in support of an application for admission may be identified to other universities and colleges.

REPEAT APPLICATIONS

Applicants not successful in their first attempt may apply again with additional information supporting their application.

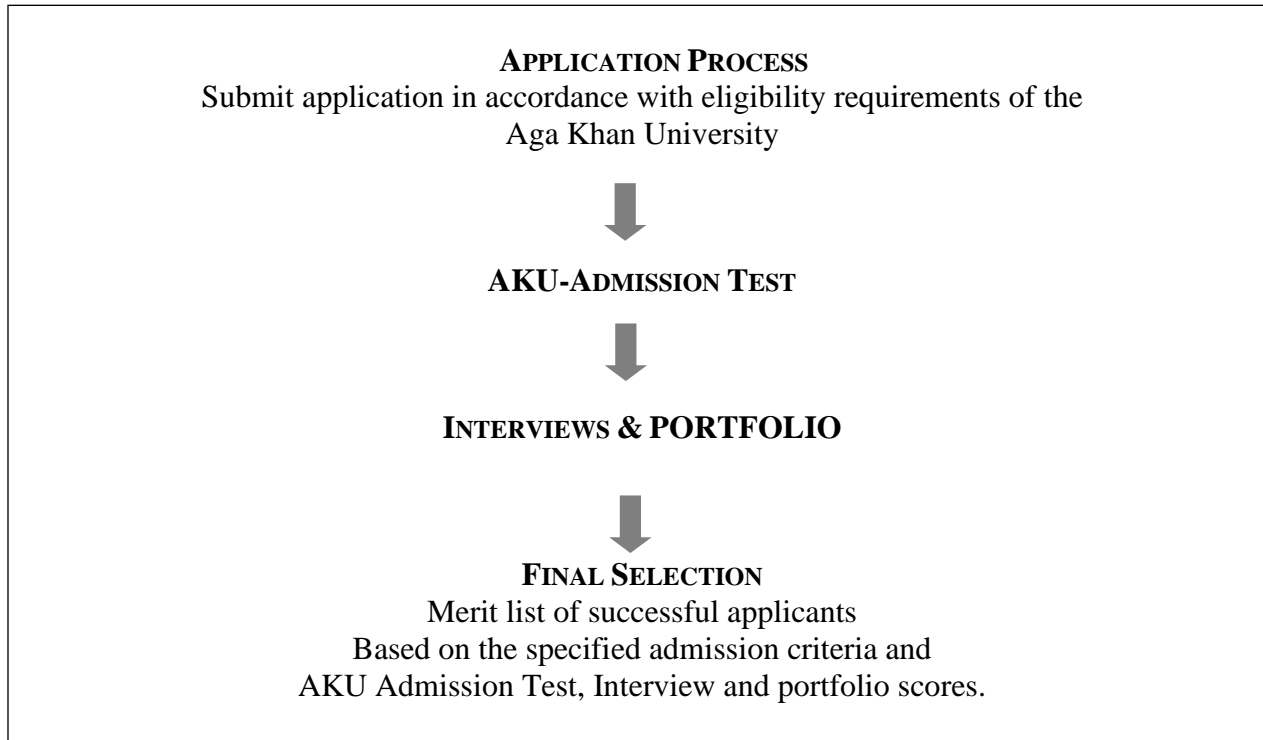
A fresh application together with necessary documentation must be submitted for a particular admission cycle. The University does not have a policy of automatically carrying forward applications from one cycle to the next.

PROVISIONAL APPLICATIONS

The Aga Khan University will accept provisional applications from candidates who may have documents pending to be submitted including reference letters or transcripts. All such applications will be evaluated for admission on a provisional basis. To process an application for final selection, applicants will be required to submit their (pending) documents in accordance with the minimum eligibility requirements by the date specified by the University. In case pending documents are not submitted within the due date as communicated by the Admissions Officer handling your application, the application will stand cancelled.

It is the candidate's responsibility to ensure that pending documents are uploaded online/ received in the Admission Office according to the published schedule. Notifications are sent to candidates on the online portal.

THE ADMISSION PROCESS SUMMARY



THE AGA KHAN UNIVERSITY
Graduate School of Media and Communications
Office of the Registrar
3rd Parklands Avenue off Limuru Road
P.O. Box 30270 - 00100
Nairobi, Kenya
Tel: +254 20 374 0062/63
Mobile: +254 785 405 487
Email: regoff.ke.gsmc@aku.edu or admissions.ke@aku.edu