



Master in Digital Communication Leadership









www.dclead.eu

The Core Competencies

- Digital technology and their developments
- Policy and innovation
- Business and management
- Digital communication and cultures in Europe
- Ethics and social responsibility

→ www.dclead.eu

The Programme

Sem. 1,3	 Summer Symposium	ECTS 3 + 5	Oct 2018
1	 UNIVERSITÄT SALZBURG	27	Sept 2018 - Jan 2019
2 & 3	 Vrije Universiteit Brussel OR  AALBORG UNIVERSITET Digital Communication, Policy and Innovation in Europe OR Digital Technology & Management	55	Feb/March 2019 – Jan 2020
4	 UNIVERSITÄT SALZBURG  Vrije Universiteit Brussel +  UNIVERSITÄT SALZBURG  AALBORG UNIVERSITET Thesis + Internship OR Hosted by a partner HEI	30	March – July 2020

The Requirements

- **Bachelor degree**
 - **Communication or Social Science for track A**
 - **Computer Science / Software Engineering for track B**
- **English proficiency (IELTS, TOEFL)**
- **Motivation letter, recommendation letters, etc.**

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The Core Partners



Associated Partners



UCLA



Co-funded by the
Erasmus+ Programme
of the European Union

Internationalisation: 2018



WAGENINGEN
UNIVERSITY & RESEARCH



AALBORG UNIVERSITET



CRYPTERA®
FORMER SAGEM DENMARK



ERICSSON



UNIVERSITÄT
SALZBURG



ARS ELECTRONICA



復旦大學



AALBORG UNIVERSITET



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of the European Union

Students Origin (intake 2)

Algeria
Armenia
Bangladesh
Brazil
Germany
Guatemala
Macedonia
Mexico
Moldova
Nepal
Netherlands
Pakistan
Philippines
Thailand
Vietnam



Summer School



Team

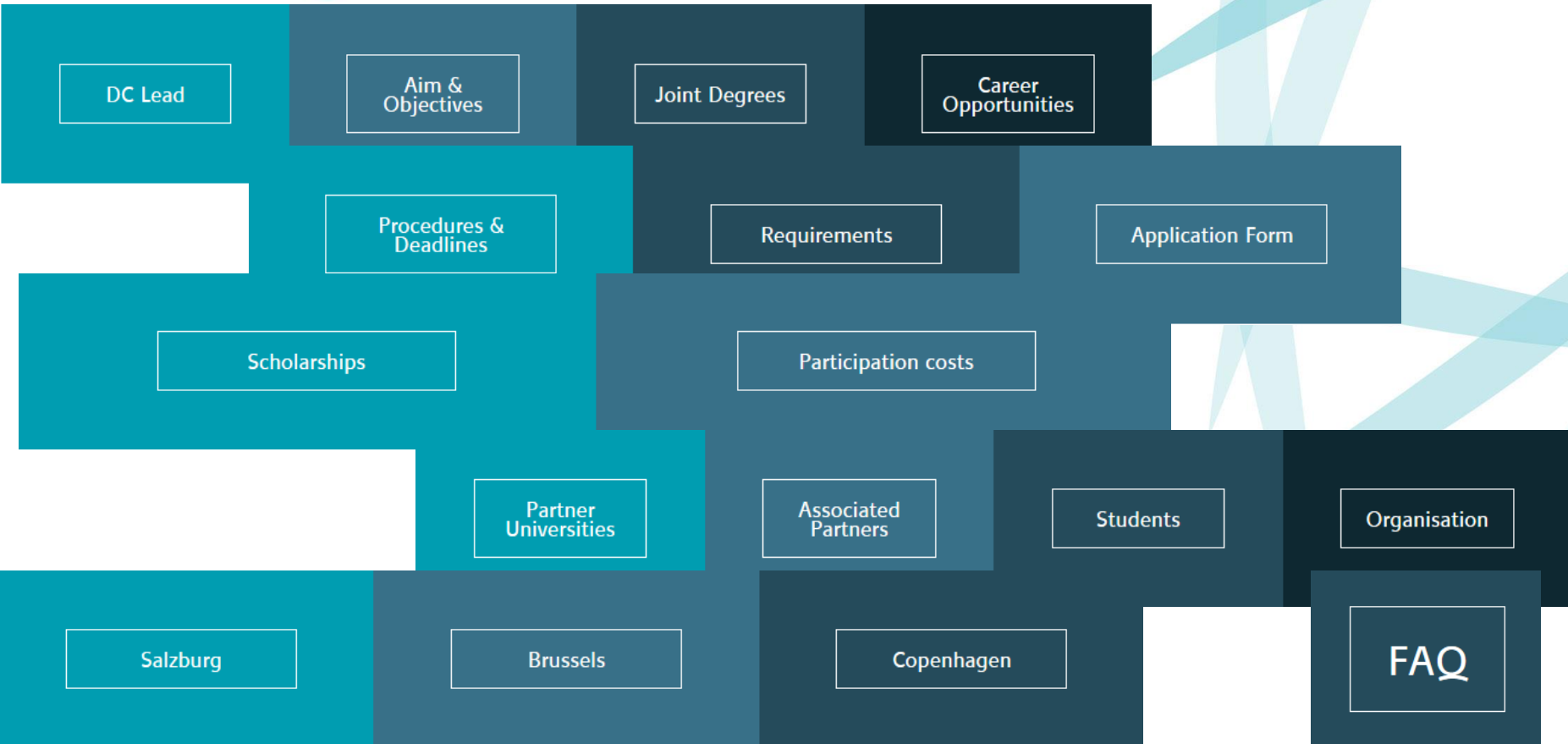
- 1 x Coordinator & 1 x Administrator
- 1 x Chairman
- 2 x Core Partners in the Programme Board
- 1 x Partner each in the Consortium Board
- 3 x Externals in the Evaluation Board
- 4 x Students in the Student Board
- 2 x Core Partners in the Selection Committee

Website



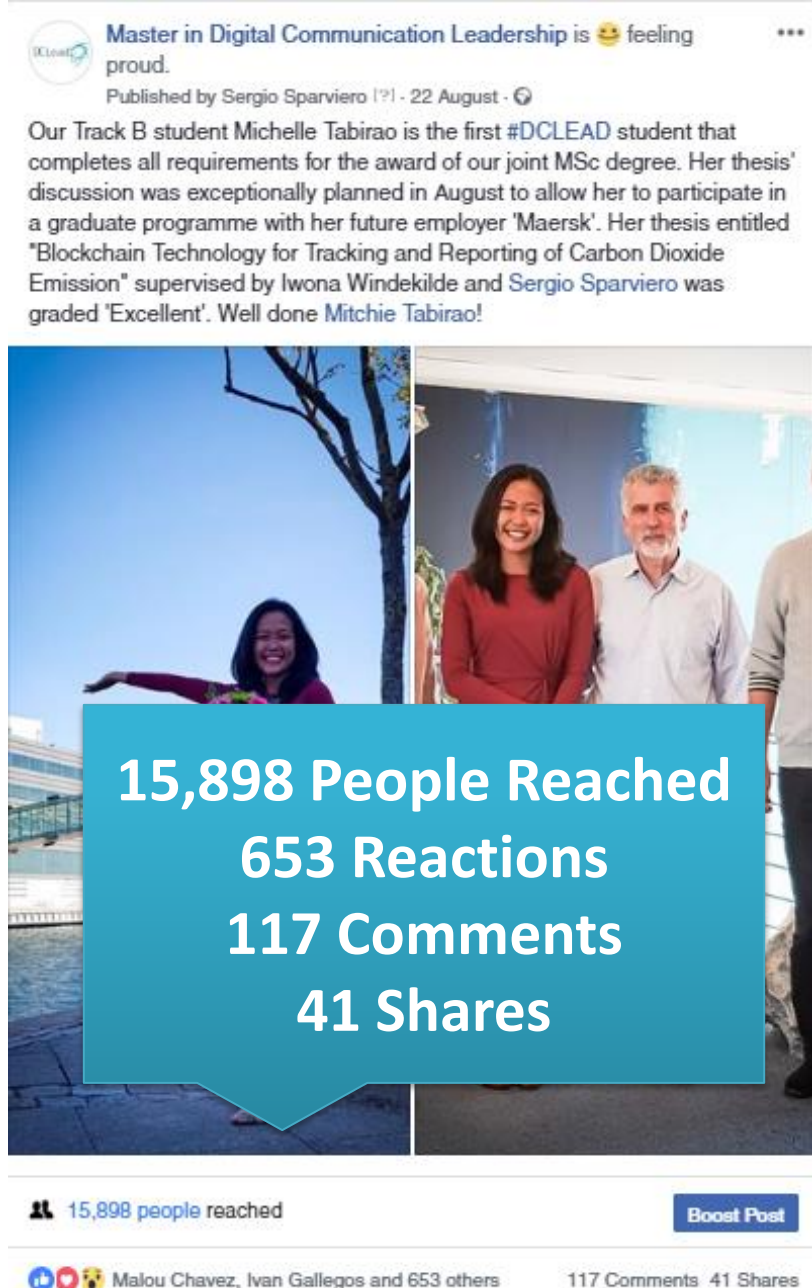
DCLead is an Erasmus Mundus Joint Master Degree (EMJMD)

Co-funded by the Erasmus+ Programme of the European Union 



Promotion

- EACEA catalogue
- Website (up to 560 Visitors per day)
- Social Media Channels
 - Facebook (1700)
 - LinkedIn (450)
 - Instagram
 - Twitter
- Partners & Students are ambassadors
- Promos from Students



DCLead Master in Digital Communication Leadership is 😊 feeling proud.
Published by Sergio Sparviero [?] · 22 August · 🌐

Our Track B student Michelle Tabirao is the first #DCLEAD student that completes all requirements for the award of our joint MSc degree. Her thesis' discussion was exceptionally planned in August to allow her to participate in a graduate programme with her future employer 'Maersk'. Her thesis entitled "Blockchain Technology for Tracking and Reporting of Carbon Dioxide Emission" supervised by Iwona Windekilde and Sergio Sparviero was graded 'Excellent'. Well done Mitchie Tabirao!

15,898 People Reached
653 Reactions
117 Comments
41 Shares

👤 15,898 people reached [Boost Post](#)

👍❤️👏 Malou Chavez, Ivan Gallegos and 653 others · 117 Comments 41 Shares

Student Voices

“

I want to become a change initiator, aligning innovative technology with social interest, in a world that's fast growing into complete digitalization.

”

-----*Angshumita
Deka*



→ www.dclead.eu

Student Voices

“

I chose DCLead because it brings diverse topics together to form leaders from different backgrounds and cultures who can think critically to build a better future.”

*Jorge
Lainfiesta*



→ www.dclead.eu

The Video



→ www.dclead.eu

Thanks for your attention!

Professor Josef Trappel
Head of Media and Communications Department
Director of DC Lead

