

# Master of Communication Science

## Introduction

The study program of Master in Communication Science BINUS UNIVERSITY established since September 2017, in order to develop the scientific field of Communication and expertise to work as indicated in the curriculum of the study program of Master in Communication with a focus on the Marketing Communication Strategic with excellence, uniqueness and characteristics to the Integrated Marketing Communication-based curriculum that is supported by IT and infrastructure at BINUS UNIVERSITY. The study program of Master in Communication Science BINUS UNIVERSITY with specialization in Marketing Communication Strategic focusing in addition to scientific development, is also a source or a place to learn to acquire skills and work according to the market needs, as a Manager of Marketing Communication, Manager of Corporate Communication, and as a Public Relations of Firm, Marketing Communications Consultant, and Communication Sciences Lecturer in specialization of Marketing Communication Strategic. In addition, the excellence study program of Masters in Communication Science with a focus on curriculum of Marketing Communication according to the demands and needs of the world of work in the field of Marketing Communication at this time and forward. Graduates of Master in Communication Sciences has competence as a leader in Communication Studies, especially in the field of marketing communications that is able to sell products and maintain the good image and branding products of the company or organization both internally and externally, have scientific insights and future strategy.

## Vision

To become an Excellent, Professional and World Class Master of Communication Program based on Information Technology, Cultural Values and Local Wisdom.

## Mission

The mission of Master of Communication Science Program is to contribute to the global community through the provision of world-class education by:

1. Educating and developing students' self-potential with advanced knowledge through theoretical and practical abilities;
2. Preparing students to be leaders in the field of Communication Studies with globally competitive expertise;
3. Preparing students with the knowledge in accordance with the development of communication science to be able to compete through the development of research in the field of communication science nationally and internationally;
4. Educating students in providing professional services in the field of communication for development and empowerment.

## Program Objective

The objectives of the program are:

1. Providing students with advanced knowledge in communication science specifically in Marketing Communication which characterized by business and the use digital technology;
2. Providing students with knowledge of leadership and innovation in order to compete in global competition;
3. Equipping students with the knowledge and experience of international research to provide solutions in the social life of the community.

### Student Outcomes

After complete the study, graduate are:

1. Able to develop communication theories (applied theory) through inter / multidisciplinary research in social life by utilizing the development of communication and information technology;
2. Able to innovate in the field of communication, including mass media, business communication, marketing through advertisement, and areas related to the field of communication;
3. Able to propose alternative solutions to social problems through the innovative approach to the communication science;
4. Able to formulate communication strategies to improve the performance of the organization both internally and externally with communication science approach;
5. Able to formulate marketing communications strategy for company or products by applying the approach of communication science and utilization of communication and information technology;
6. Able to develop a business plan by applying communications science specially in business communication.

### Prospective Career of the graduates

Master of Communication Sciences graduates have the opportunity to fill positions in Public Relations of Firm or Marketing Communications Firm, Manager of Marketing Communication, Manager of Marketing Public Relations, Manager of Corporate Communication, Marketing Communications Consultant or Business Communication Consultant, Communication Sciences Lecturer in specialization of Marketing Communication Strategic, and staff of experts in the field of marketing communications both in government and private.

### Curriculum

Curriculum Concept of Master in Communication Sciences, focused on the Marketing Communication Strategic with integrated marketing communications curriculum, as it spread in the course of the following:

### Course Structure

#### SEMESTER 1

##### 1<sup>st</sup> Period

Course		SCU
COMM8002	Advanced Theory of Communication	4
RSCH8061	Research Methodology for Communication	4
<b>Total SCU</b>		<b>8</b>

##### 2<sup>nd</sup> Period

Course		SCU
COMM8001	Philosophy of Communication Science	4
COMM8007	Branding in Strategic Communication	4
RSCH8092	Research Proposal	2
<b>Total SCU</b>		<b>10</b>

**SEMESTER 2**

**1<sup>st</sup> Period**

Course		SCU
COMM8004	Cyber and Digital Marketing Communication Strategy	4
COMM8005	Public Relations and Global Marketing Communication	4
<b>Total SCU</b>		<b>8</b>

**2<sup>nd</sup> Period**

Course		SCU
MGMT8036	Management of Business Communication	4
COMM8003	Media Relations Strategy	4
<b>Total SCU</b>		<b>8</b>

**SEMESTER 3**

**1<sup>st</sup> Period**

Course		SCU
RSCH8093	Research Result	2
<b>Total SCU</b>		<b>2</b>

**2<sup>nd</sup> Period**

Course		SCU
RSCH8064	Thesis	6
<b>Total SCU</b>		<b>6</b>
<b>Cumulative SCU</b>		<b>42</b>