

# 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 Science Program based on information and communication technology to fostering and empowering the society in building and serving the nation.

## 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 in theories and practises of communication field.
2. Preparing students to be leaders in the field of Communication with globally competitive expertise.
3. Providing advanced knowledge in research of communication science to students to compete professionally in national and international scope.
4. Producing human resources in professional services, fostering, and empowering the society in communication field.

## Program Objective

The objectives of the program are:

1. Providing advanced knowledge in communication science, specifically in Marketing Communication strategies which business and digital communication oriented;
2. Providing advanced knowledge, skills, and experience to be an innovative leader in communication field with globally competitive expertise;
3. Providing advanced knowledge and international research experience to students towards societal problems solution;
4. Providing professional human resources to fostering, and empowering the society in communication field.

## Student Outcomes

After completing the study, graduates are:

1. Able to develop communication theories (applied theory) through inter/multidisciplinary research in social life by utilizing the advancement of communication and information technology;
2. Able to innovate in the research field of communication, including media (mass and online), social communication, business communication, marketing through advertisement, and areas related to the field of communication;
3. Able to propose alternative solutions to social and business problems through strategic marketing communication approach;
4. Able to formulate alternative solution in business and social problems through communication approach of media convergence.

## 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
COMM8002043	Advanced Theory of Communication	4
RSCH8061043	Research Methodology for Communication	4
<b>Total SCU</b>		<b>8</b>

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

Course		SCU
COMM8001043	Philosophy of Communication Science	4
RSCH8092043	Research Proposal	2
<b>Streaming : Strategic Marketing Communications</b>		
COMM8007043	Branding in Strategic Communication	4
<b>Streaming : Strategic Media Convergence</b>		
COMM8008043	Digital Customer Behavior & Network Analysis	4
<b>Total SCU</b>		<b>10</b>

**SEMESTER 2**

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

Course		SCU
<b>Streaming : Strategic Marketing Communications</b>		
COMM8004043	Cyber and Digital Marketing Communication Strategy	4
COMM8005043	Public Relations and Global Marketing Communication	4
<b>Streaming : Strategic Media Convergence</b>		
COMM8009043	Social Communication Multiplatform	4
COMM8010043	Digital Journalism Strategy	4
<b>Total SCU</b>		<b>8</b>

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

Course		SCU
<b>Streaming : Strategic Marketing Communications</b>		
MGMT8036043	Management of Business Communication	4
COMM8003043	Media Relations Strategy	4
<b>Streaming : Strategic Media Convergence</b>		
COMM8011043	Management of Media Convergence	4
COMM8012043	Digital Media Literacy	4
<b>Total SCU</b>		<b>8</b>

**SEMESTER 3**

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

Course		SCU
RSCH8093043	Research Result	2
<b>Total SCU</b>		<b>2</b>

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

Course		SCU
RSCH8064043	Thesis	6
<b>Total SCU</b>		<b>6</b>
<b>Cumulative SCU</b>		<b>42</b>