

Master of Communication Science

Introduction

The study program of Master of 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 Master of Communication Studies with a focus on the fields of Marketing Communication 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 Master of Communication Science BINUS UNIVERSITY with specialization in Marketing Communication focus 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 Integrated Marketing Communication. In addition, the excellence program of study Masters in Communication Studies with a focus on Marketing Communication curriculum 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 of 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 Magister of Communication Program based on Information Technology, Cultural Values and Local Wisdom.

Mission

The mission of Master of Communication Science 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;
4. Educating students in conducting research that is competitive nationally and internationally / globally;
5. 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 completing the study, graduates are:

1. Able to develop communication theories (applied theory) through inter / multi disciplinary 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 for advertising business, 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 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/Business Communication Consultant, Communication Sciences Lecturer in specialization of Integrated Marketing Communication, and staff of experts in the field of marketing communications both in government and private.

Curriculum

Curriculum Concept of Master Communication Sciences, focused on the Integrated Marketing communications curriculum aims to combine Business and Digital, as it spread in the course of the following:

Course Structure

SEMESTER 1

Course Name	SCU
COMM8001 Philosophy of Communication Science	3
COMM8002 Advanced Theory of Communication	3
MGMT8036 Management of Marketing Communication	3
COMM8003 Theory of Organization Communication	3
RSCH8061 Research Methodology for Communication	3
Total SCU	15
Cumulative SCU	15

SEMESTER 2

Course Name	SCU
COMM8004 Cyber Marketing Communication	3
COMM8005 Global Marketing Communication and Media	3
MKTG8008 Marketing Public Relations	3
COMM8009 Digital Communication Strategy	3
COMM8007 Media Relations Strategy	3
RSCH8062 Research Proposal	0
Total SCU	15
Cumulative SCU	30

SEMESTER 3

Course Name	SCU
RSCH8063 Research Result	3
COMM8008 Business Communication	3
RSCH8064 Thesis	6
Total SCU	12
Cumulative SCU	42