Master of Communication Science

Introduction

The study program of Master in Communication Science BINUS UNIVERSITY was established in September 2017, to develop the scientific field of Communication and expertise to work as indicated in the curriculum of the study program Master in Communication with a focus on Strategic Marketing Communication and Strategic Digital Media with excellence, uniqueness and characteristics to the Integrated Communication-based curriculum that is supported by ICT and infrastructure at BINUS UNIVERSITY. This specialization is focused on the ability to carry out marketing and media communication activities both conventionally and digitally, as well as the ability to analyze and predict existing problems to determine the company's digital media and marketing communications strategy. The Master of Communication curriculum is structured because of the needs of society and corporations, especially in dealing with the development of digital communication technology which refers to the industrial revolution 4.0. The Master of Communication curriculum is structured not only to meet the needs of society to be prepared in the face of global trends based on advanced technology, but the Master of Communication seeks to prepare graduates with adaptive abilities to every social and technological change by presenting guest lecturers with practitioners in the field of communication from within the country and abroad. To improve adaptive abilities, the Master of Communication Studies Program divides courses into two streams, namely Strategic Marketing Communications and Strategic Media Convergence. The development of this streaming is based on the results of the Focus Group Discussion with industry, alumni, associations, academics, lecturers and students. The curriculum compiled by the Master of Communication Studies Program enables its graduates to develop themselves in the field of marketing communications and digital media. The curriculum compiled by the Master of Communication Studies Program enables its graduates to develop themselves in the field of marketing communications and digital media, enter certain industries or focus on academic pathways. Therefore, the Master of Communication Studies Program in its curriculum provides courses that are relevant to current conditions.

a. To deal with the current business dynamics of marketing communication and digital media, graduates are prepared through learning in the following courses: Branding in Strategic Communication, Management of Business Communication, Media Relations Strategy, and Digital Media Literacy.
b. To be able to anticipate the industrial revolution 4.0, E-commerce Strategy-based courses are prepared, so graduates are prepared through learning in the following courses: Cyber and Digital Marketing Communication Strategy, Digital Customer Behavior & Network Analysis, and Multiplatform Social Communication.
c. To be able to design and implement strategies in integrated global relations while at the same time being able to face international business challenges that favour stakeholders, graduates are prepared through learning in the subjects: Public Relations and Global Marketing Communication.
d. The ability to use media convergence means that graduates are equipped with learning materials in the following subjects: Digital Journalism Strategy, Management of Media Convergence, and Digital Media Literacy.

Vision

To become an Excellent, Professional and World-Class Master of Communication Science Program based on information and communication technology, fostering and empowering society in building and serving the nation.

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 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 solutions in business and social problems through communication approach of media convergence.

Prospective Career of the graduates

Prospects for graduates of the Master of Communication Sciences Binus Graduate Program are expected to be able to: (a) Work in all institutions, both government and private because every government and private institution or institution requires personnel with expertise in the field of Communication Studies; and (b) Become an expert in the field of communication (Marketing Communication and Media Convergence), namely as a communication consulting service for private institutions, industry, government, and Non-Government Organizations (NGOs). With **Graduate Profiles:** Marketing Communication, Corporate Communication, Marketing Public Relations, Digital Marketer, Techno-Entrepreneur, Communication Practitioner, Communication Consultant, Researcher in Communication, Auditor in Communication, Expert and Specialist in Digital Media, Public Relations Consultant, Digital Media Journalist, Online Media Specialist, E-Government Specialist, and Lecturer.

Curriculum

The curriculum is designed based on ICT-based Communication Trends, namely Integrated Marketing Communication, Cyber & Digital Marketing Communication Strategy, Media Relations Strategy and Digital Media to provide Experts and Specialists in Digital Media Marketing Communication and Corporate Communication Leaders.

Course Structure

SEMESTER 1

Course		SCU
COMM8002043	Advanced Theory of Communication	4
COMM8018043	Cyber and Digital Communication Strategy	4
RSCH8061043	Research Methodology for Communication	4
Stream: Strategic Marketing Communications		
COMM8007043	Branding in Strategic Communication	4
Stream: Strategic Digital Media		
COMM8008043	Digital Customer Behaviour & Network Analysis	4
Stream: Strategic Corporate Communication		
COMM8023043	Strategic Issues and Digital Crisis Communication	4
	Total SCU	**16**
	Cumulative SCU	**16**

SEMESTER 2

Course		SCU
RSCH8191043	Pre-Thesis	2
RSCH8187043	Research Writing I	1
Stream: Strategic Marketing Communications		
MGMT8036043	Management of Business Communication	4
COMM8005043	Public Relations and Global Marketing Communication	4
Stream: Strategic Digital Media		
COMM8011043	Management of Media Convergence	4
COMM8012043	Digital Media Literacy	4
Stream: Strategic Corporate Communication		
COMM8024043	Corporate Affairs and ESG Strategy	4
COMM8025043	Investor Relations and Financial Communication	4
	Total SCU	**11**
	Cumulative SCU	**27**

SEMESTER 3

Course		SCU
RSCH8188043	Research Writing II	1
RSCH8165043	Research Publication	4
RSCH8119043	Thesis	4
Free Electives*		**4**
	Total SCU	**13**
	Cumulative SCU	**40**

Appendix: Free Electives (3rd Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Master of Computer Science	COMP8047041	Business Intelligence and Analytics	4	3
2	Master of Computer Science	CPEN8007041	Applied Cyber Security in Digital Applications	4	3
3	Master of Computer Science	COMP8035041	Big Data Analytics	4	3
4	Master of Information Systems Management	ISYS8050042	Digital Business and Transformation	4	3
5	Master of Information Systems Management	ISYS8052042	Advanced Topics in Management Information Systems	4	3
6	Master of Industrial Engineering	ISYE8038045	Industrial Digital Transformation Strategy	4	3
7	Master of Communication	COMM8003043	Media Relation Strategy	4	3
8	Master of Accounting	ACCT8018044	Risk Management and Risk Decision Analytics	4	3
9	Master of Accounting	ACCT8008044	Cases on Forensic Accounting and Corporate Governance	4	3
10	Master of Design	ENTR8020067	Design Innovation in Business	4	3
11	Master of Design	DSGN8004067	Design for Sustainability	4	3
12	Master of Laws	LAWS8036058	Comparative Law in Contemporary Business Practices	4	3

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