

**STRATEGIC COMMUNICATION
(MASTER) STUDY PROGRAM
CURRICULUM UNIVERSITAS
MULTIMEDIA NUSANTARA**

DRAFTING TEAM

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THE CURRICULUM OF MASTER OF COMMUNICATION SCIENCE STUDY PROGRAM

A. Profile

The Master of Communication Science Study Program combines both the scientific and practical perspectives in strategic communication. The program will prepare the graduates to have the ability in solving various strategic communication problems, especially in digital marketing and digital corporate communications. Furthermore, the Master of Communication Science Studies Program emphasizes the students' ability to anticipate the disruption due to the more complex and dynamic of the digital transformation in the world.

In the scientific perspective, this study program provides a solid understanding of strategic communication theories, principles, concepts, and research methods, due to a shift in professional roles that increasingly demand mastery of advanced strategic knowledge rather than just operational skills. From a practical perspective, this study program is designed to build the ability to develop innovation, increase competitiveness, and improve adaptive capacity, both from an organization and other strategic communicator entities.

The combination of scientific perspectives and practical perspectives with an emphasis on the ability to anticipate digital disruption is essential because Communication Science education in Indonesia at this time, especially at the master's level, in addition to paying less attention to aspects of digital technology development, also still pays very little attention to practical perspectives.

Therefore, to support the academics and communication practitioners in Ikatan Sarjana Komunikasi Indonesia (ISKI), Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM), and Perhimpunan Hubungan Masyarakat Indonesia (PERHUMAS) as well as curriculum

benchmarking against similar study programs both at home and abroad, the Master of Communication Science Study Program formulates that its uniqueness and excellence is to prioritize aspects of digital communication, innovation, managerial, and technopreneurship as well as global insight, which in its implementation is supported by:

1. Facilities and infrastructure to support lectures, such as collaborative learning, library with adequate literature, collabo hub laboratory, multimedia production laboratory, and access to international journals.
2. Cooperation with research institutions, non-government organizations (NGOs), government, business world, and Business Incubator Skystar Ventures for developing entrepreneurship towards technopreneurship.
3. The teaching staff comprises academics and practitioners who are competent in their fields.
4. A curriculum that emphasizes aspects of digital communication, innovation, management, and culture is represented in the courses offered.
5. Multimedia-based teaching system, collaborative learning, blended learning, case studies, problem-solving, and guest lecturers from experienced academics and practitioners.

B. Career Prospects and Opportunities

Graduates of the Master of Communication Science have career prospects and opportunities in the world of practitioners and academia, including the following:

1. Corporate Communication Manager: Manage all public relations, media relations, content development, and professional and quality communication product development from planning, implementation, and evaluation based on digital technology.

2. Communication Strategic Consultants: Provide advice and implement the management of all public relations, media relations, content development, professional and quality communication products in the form of images and messages, and strategic communication programs for various stakeholders using digital technology.
3. Social Media Manager: Manage content and social media networks from planning, implementation, and evaluation by optimizing digital technology.
4. Digital Marketing Communication Manager: Have the competence to manage Marketing Communication programs starting from planning, implementation, and evaluation by optimizing digital technology.
5. Brand Manager: Have the competence to manage marketing activities to increase the value and performance of specific brands, services, or products. Starting from planning, implementation, and evaluation by optimizing digital technology.
6. Academics: Master of Communication Science with the expertise and mastery of knowledge as an academic in strategic communication based on digital technology based on scientific ethics and expertise.
7. Researcher: Master of Communication Science who can manage research results in strategic communication science based on digital technology by the latest scientific developments.

C. Profile of Graduates of the Master of Communication Science

Profiles of graduates from the Master of Communication Science Studies Program after completing their studies are expected to be able to meet the following criteria:

- 1) Become an individual with integrity, multicultural awareness, entrepreneurial spirit, leadership, self-development on an ongoing basis, and able to self-actualize.
- 2) Become a professional who can use digital strategic communication science in various industrial, entrepreneurial, and academic sectors.
- 3) Become an individual who can manage research to develop digital strategic communication science and provide solutions to communication problems in various sectors, entrepreneurship, and academics.

D. Expected Learning Outcome

Expected Learning Outcomes by graduates of the Master of Communication Science Studies Program include the following attitudes, values, knowledge, and skills:

1. Able to appreciate the diversity of cultures, views, beliefs, and religions (A3).
2. Able to appreciate, consider, and implement ethics in strategic communication research and practice (A3, A5).
3. Able to internalize and implement the entrepreneurial spirit and leadership in strategic communication practices to improve people's quality of life (A5).
4. Able to evaluate various theories, concepts, and principles in strategic communication (C5).
5. Able to produce strategic communication research with an interdisciplinary approach (C6).
6. Able to produce communication strategies or programs that align with real problems with an interdisciplinary approach (C6).

7. Able to analyze problems, needs, and impacts of digital strategic communication practices (C4).
8. Able to make decisions related to solving communication problems and validating them academically (C5).
9. Able to produce innovations, works, and programs that are tested and have the potential to be applied in solving strategic communication problems in the business world, government, and community (C6, P4).
10. Able to solve and provide recommendations to overcome problems in managerial and leadership aspects in the field of strategic communication in a complex and dynamic environment (C5, P5).

E. MBKM Program

The Master of Communication Science Studies Program does not implement the Merdeka Belajar - Kampus Merdeka (MBKM) program, which is more focused on study programs at the undergraduate level.

F. Distribution of Courses per Semester

The course distribution in the Master of Communication Science Studies Program is divided into two concentrations: Digital Corporate Communication and Digital Marketing Communication. Students will select their concentration in the second semester.

A. The concentration on Digital Corporate Communication

Digital Corporate Communication is focused on understanding and skills in communication, corporate, management, business, and digital technology. With knowledge and skills in these five aspects, Master of Communication Science Studies graduates who take this concentration can bridge the latest theories, concepts, and principles of corporate communication with their implementation in various industries, especially in the context of disruptive digital transformation.

From a scientific perspective, emphasis is placed on understanding the principles and theories of strategic communication, applied communication research methods, digital corporate communication strategy, strategic communication ethics, and managing cross-cultural and internal communications.

From a practical perspective, emphasis is placed on building skills in organizational sustainability management, organizational reputation management, implementing CSR programs, strategic digital media management, developing digital content, issues management, and handling crises through crisis communication.

The following is a list of courses in the Digital Corporate Communication Concentration:

Semester	Course Name	Course Code	Course Credit
Matriculation	Perspectives and Theories of Communication	MIK901	0
	Communication Research Methods	MIK902	0
Subtotal of Matriculation			0
I	Strategic Communication Theory	MIK101	3
	Managing Cross-Cultural and Internal Communications	MIK102	3
	Strategic Communication Ethics	MIK103	3
	Applied Communication Research Methods I	MIK105	3
	Digital Corporate Communication	MIK111	3
	Digital Marketing Communication	MIK121	3
Subtotal of Semester I			18
II	Seminar and Colloquium (Reading Course)	MIK203	6
	Applied Communication Research Methods II	MIK204	3
	Strategic Digital Media Management	MIK205	3
	Crisis Communication and Issues Management	MIK212	3
	Reputation Management	MIK213	3
	Stakeholders Engagement	MIK214	3
Subtotal of Semester II			21

III	Thesis/Project I	MIK301	6
	Thesis/Project II (Publication)	MIK302	6
	Strategic Communication for Sustainability	MIK303	3
Subtotal of Semester III			15
Total Credits			54

B. The concentration on Digital Marketing Communication

The concentration of Digital Marketing Communication is oriented toward understanding and skills in communication, marketing, management, business, and digital technology. With knowledge and skills in these five aspects, Master of Communication Science Studies graduates who take this concentration can bridge the latest marketing communication theories, concepts, and principles with their implementation in various industries, especially in the context of disruptive digital transformation.

From a scientific perspective, the emphasis is given to understanding the principles and theories of strategic communication, applied communication research methods, preparing and applying digital marketing communication strategies, applying strategic communication ethics, and managing cross-cultural and internal communications.

From a practical perspective, emphasis is placed on building skills in strategic digital media management, digital content, especially for digital advertising, and brand management through good communication in the national context as well as globally.

The following is a list of courses in the Digital Marketing Communication Concentration:

Semester	Course Name	Course Code	Course Credit
Matriculation	Perspectives and Theories of Communication	MIK901	0

	Communication Research Methods	MIK902	0
Subtotal of Matriculation			0
I	Strategic Communication Theory	MIK101	3
	Managing Cross-Cultural and Internal Communications	MIK102	3
	Strategic Communication Ethics	MIK103	3
	Applied Communication Research Methods I	MIK105	3
	Digital Corporate Communication	MIK111	3
	Digital Marketing Communication	MIK121	3
Subtotal of Semester I			18
II	Seminar and Colloquium (Reading Course)	MIK203	6
	Applied Communication Research Methods II	MIK204	3
	Strategic Digital Media Management	MIK205	3
	Digital Advertising	MIK222	3
	Consumer Behavior	MIK223	3
	Communication and Global Brands	MIK224	3
Subtotal of Semester II			21
III	Thesis/Project I	MIK301	6
	Thesis/Project II (Publication)	MIK302	6
	Strategic Communication for Sustainability	MIK303	3
Subtotal of Semester III			15
Total Credits			54

G. Courses Descriptions

Matriculation

Perspectives and Theories of Communication

This course aims to refresh, align, and update students' understanding of communication theory basics, whose application often exceeds disciplinary boundaries or is multidisciplinary and interdisciplinary. It is especially beneficial for new students without a communication science background, introducing them to the relevance of communication science to their respective fields. The course will cover human communication and communication theories, designed to ignite students' enthusiasm for studying communication.

Communication Research Methods

This course is offered to students undergoing matriculation. It provides the basics of communication research methods to new students, particularly those without a background in communication science, refreshing and updating their understanding of communication research methods.

Semester I

Strategic Communication Theory

This course provides students with knowledge of communication theories related to various aspects of the strategic communication process, from communicators, messages, channels, and audience targets, including how theories can be applied in real-life situations, exploring professional strategies in marketing communication and corporate communication in the digital era.

Managing Cross-Cultural & Internal Communications

This course provides students with the necessary knowledge and skills for strategic communication practice across countries and cultures. Topics include strategic communication theory, international public relations, global-local and specific-generic public relations strategies, effective global public relations strategies, adapting strategies, tactics, and messages for different cultures, and workplace behavior adaptation.

Strategic Communication Ethics

This course prepares students to apply various ethical theories and approaches to ethical decision-making in different aspects of strategic communication in a professional setting. Students will learn the importance of ethics in professional and organizational sustainability, various ethical theories and decision-making models, identifying ethical issues in strategic communication, particularly corporate and marketing communication, and strategies to apply ethical decision-making models to address ethical issues faced in the digital era.

Applied Communication Research Methods I

This course prepares students to understand and apply quantitative research to solve strategic communication problems. Topics include quantitative research design, identifying productive research questions, formulating novelty and state-of-the-art, selecting univariate, bivariate, and multivariate analysis methods, applying professional ethical standards, and strategic communication planning.

Digital Corporate Communication

This course comprehensively discusses digital corporate communication with a strategic, managerial, and analytical approach. Students will learn how corporations develop and implement integrated communication strategies to build and maintain relationships with internal and external stakeholders to achieve corporate goals.

Digital Marketing Communication

This course provides a marketing communication approach focusing on using digital media. Students will learn strategies and tactics to influence consumer behavior, integrate digital media into the promotional mix, understand factors influencing purchasing decisions, and evaluate promotional programs through digital channels.

Semester II

Seminar and Colloquium (Reading Course)

Students create a complete research proposal according to research systematic. The course emphasizes communication research proposals from methodological aspects, literature review, selecting relevant methods, and theories. The implementation includes structured seminars attended by three invited students who are required to present questions and are examined by at least two appointed examiners.

Applied Communication Research Methods II

This course prepares students to understand and apply qualitative research principles to solve strategic communication problems. Topics include qualitative research design, identifying productive research

questions, selecting appropriate qualitative methodologies, applying professional ethical standards, and strategic communication planning.

Strategic Digital Media Management

This course prepares students to apply various strategies and analytical tactics for digital media. Students will learn how to obtain, analyze, and transform big data into information and present and communicate it in corporate and marketing communication contexts. Students will be exposed to various digital analytics concepts and platforms, understanding digital analytics metrics, key performance indicators (KPIs), using leading analytics tools (e.g., Google Analytics, Tableau), and efficiently presenting big data through data visualization.

Digital Corporate Communication Concentration Crisis Communication and Issues Management

This course prepares students to understand and manage issues and crises within organizations, developing plans for different critical stakeholders. Topics include crisis communication basics, creating crisis communication plans, responding to crises, various types of crises in nonprofit and corporate organizations, and ethics in crisis.

Reputation Management

This course prepares students to understand and manage reputation. Topics include what reputation is, how to build a great reputation, measuring reputation, reputation management tools, and the value of reputation as a tangible asset.

Stakeholders Engagement

This course prepares students to identify and evaluate potential stakeholders and strategies to build productive and creative relationships to achieve organizational goals. Effective stakeholder relationships can determine the success or failure of organizational programs/activities. The course includes workshops on stakeholder mapping techniques and their application in contemporary case studies.

Digital Marketing Communication Concentration

Digital Advertising

This course provides students with the ability to plan, track, and optimize various types of digital advertising campaigns, focusing on strategic digital campaigns using the unique characteristics of digital media channels, including social media platforms.

Consumer Behavior

This course prepares students to understand key terms, definitions, concepts, and main processes that characterize consumers. Topics include all activities, actions, and psychological processes driving these actions before, during, and after purchasing products and services.

Communication and Global Brands

This course prepares students to create brand communication plans to achieve specific brand goals through various media channels and global audiences. Topics include strategic brand communication, macro influences on brand communication, industry structure, promotional mix and media management, and ethical considerations in the digital era.

Semester III

Strategic Communication for Sustainability

This course provides students with an understanding of the importance of using strategic communication to address current sustainability issues at national and international levels. It presents theoretical and practical knowledge through various real-world case studies faced by organizational leaders in maintaining good relationships with diverse stakeholders.

Thesis/Project I

Each student is required to complete a final scientific work in the form of a thesis or project. Students are guided by two supervisors and must defend their work before an examination team consisting of four examiners.

Thesis/Project II (Publication)

Each student must publish their research as a graduation requirement in a nationally accredited journal at least SINTA 3 level. The sequence of authorship must include the student as the first author, the main supervisor as the second author, and the assistant supervisor as the third author.