

**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 of integrity, with multicultural awareness, entrepreneurial spirit, leadership qualities, continuous self-development, and the ability to self-actualize.
- 2) Become a professional capable of utilizing digital strategic communication knowledge across various industrial, entrepreneurial, and academic sectors.
- 3) Become Individual capable of managing research to develop digital strategic communication knowledge and provide solutions to communication problems across various sectors, entrepreneurship, and academia.

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 cultural diversity, perspectives, beliefs, and religions (A3).
2. Able to appreciate, consider, and implement ethics in strategic communication research and practices (A3, A5).
3. Able to internalize and implement the spirit of independence, perseverance, entrepreneurship in the context of strategic communication to

contribute to improving the quality of life in society (A5).

4. Able to master the theories, concepts, and principles of strategic communication and being able to apply them to program development and align them with factual problems in the profession with an inter or multidisciplinary approach (C5).
5. Able to master the methodology of strategic communication and being able to apply it for research purposes in that field with an inter or multidisciplinary approach (C6).
6. Able to develop strategies and creative models in the field of digital-based strategic communication (C6).
7. Able to assess and analyze the needs, problems, and impacts of communication phenomena and technology in the field of strategic communication using appropriate theories and methods in the planning of digital technology-based strategic communication by considering cultural diversity in the form of theses, scientific publication, and projects (C4).
8. Able to perform academic validation or studies according to their expertise in solving problems in the community or relevant industries through the development of knowledge and strategic communication skills. (C5).
9. Able to create innovations in the field of strategic communication, resulting in tested works or programs with the potential to be applied in solving scientific and technological issues (C6, P4).
10. Able to solve problems in managerial and leadership aspects in the field of strategic communication in complex and dynamic environments (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. Digital Corporate Communication Pathway

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 graduates who take this pathway 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 Pathway:

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
	Quantitative Research Methods	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
	Qualitative Research Methods	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	MIK301	6
	Publication	MIK302	6
	Strategic Communication for Sustainability	MIK303	3
Subtotal of Semester III			15
Total Credits			54

B. Digital Marketing Communication Pathway

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 graduates who take this pathway 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 Pathway:

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
	Quantitative Research Methods	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
	Qualitative Research Methods	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	MIK301	6
	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.

Quantitative Research Methods

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.

Qualitative Research Methods

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 Pathway

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 Pathway

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

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.

Publication

Each student must publish their research as a graduation requirement in a nationally accredited journal (at least SINTA 3 level) or ISBN Book Chapter or Conference Proceedings. 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.