



LONDON SCHOOL  
of Public Relations  
— Jakarta —  
GRADUATE SCHOOL of COMMUNICATION



TAKING LEARNING BEYOND BORDERS  
LSPR ASEAN GLOBAL CAMPUS

# Master of Arts In Communication

[E-Learning Programme]

(Magister Ilmu Komunikasi)

- Strategic Public Relations – Corporate Communication
- Marketing Communication





## WHY E-LEARNING ?

- Flexibility
- Personalized Learning
- Better Absorption
- Access to Qualified Lecturers
- Consistent Quality Learning
- Measured Learning Outcomes
- Save Time and Cost

We are accredited by the National Accreditation Body of Higher Education in Indonesia (Badan Akreditasi Nasional Perguruan Tinggi – Indonesia), Grade “A” for our **Undergraduate Programme** in Communication Studies and Grade “A” for our **Postgraduate Programme**.

We are also compliant with **ISO 9001 : 2008 & IWA 2 : 2007** for **Quality Management System**.

## Programme Specifics

- Level : Master of Arts in Communication (MA)
- Qualification : Magister Ilmu Komunikasi (M.I.Kom)  
Equivalent to MA in Communication Studies
- Focus of Study : Communication
- Majors offered : - Strategic Public Relations – Corporate Communication  
- Marketing Communication
- Total number of subjects : 10 including Thesis
- Total credits : 44
- Length of study : 3 semesters - approximately 18 months

## Flexible Schedule: Study Anywhere, Anytime and on Any Device

- Students complete 10 courses, including Thesis, to Graduate Master of Arts in Communication Studies.
- Each course of 16 sessions consist of only 3 on-campus sessions (first meeting, mid-term & final exams). Extra optional on-campus classes and also offered.
- Students access online courses via our Learning Management System (LMS) available online 24 hours a day, 7 days a week.
- For each online session, students have 7 days (Monday to Sunday) to take and complete learning materials for the week.

## Concentration & Subject:

No	Strategic Public Relations: Corporate Communication	Credit
<b>Pre-requisite Courses</b>		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement (TOEFL)	Certificate
<b>1st Semester</b>		
1	Principles & Ethics of Corporate Communication	4
2	Issue and Risk Management	6
3	Advanced Communication Theory	4
<b>2<sup>nd</sup> Semester</b>		
1	Strategic Planning & Digital Public Relations	4
2	Investor Relations	4
3	Methodology of Communication Research	4
<b>3<sup>rd</sup> Semester</b>		
1	Corporate Social Responsibility	4
2	Crisis Communication	4
3	Seminar and Colloquium	2
4	Thesis / Non-thesis	8

No	Marketing Communication	Credit
<b>Pre-requisite Courses</b>		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement (TOEFL)	Certificate
<b>1st Semester</b>		
1	Consumer Behavior	4
2	Digital Communication	6
3	Advanced Communication Theory	4
<b>2<sup>nd</sup> Semester</b>		
1	Strategic Branding Communication	4
2	Integrated Marketing Communication	4
3	Methodology of Communication Research	4
<b>3<sup>rd</sup> Semester</b>		
1	Managing Marketing Communication	4
2	Strategic Marketing Communication	4
3	Seminar and Colloquium	2
4	Thesis / Non-thesis	8

# Registration Procedure

## Application Form

- Log in at [smpbpgp.lspr.edu](http://smpbpgp.lspr.edu) and fill-in the online registration form.
- Download and print the online registration form after you have successfully registered.
- Pay the registration fee of Rp. 600.000,- (non-refundable) to your BCA Virtual Account (this will be provided after your successful online registration).

## Submit Required Documents

- Printed online registration form
- Original proof of payment of registration fee
- 1 set of legally-certified transcript and Diploma from last educational institution attended
- DIKTI certificate or "Certificate of Equivalence" (for students who graduated S1 from a foreign country)
- 3 sets of 3x4 professional ID photo (color)
- 1 copy of KTP / Passport / KITAS
- CV / Resume

## Entry Test

- TOEFL Test – composed of listening, reading and grammar. This is to determine the English proficiency level of a student. If the student fails to meet the passing score of 515, he/she is required to take TOEFL/IELTS in an accredited institution outside LSPR or an online English for Academic Improvement course offered by LSPR to be completed by the end of semester one. *Note: Existing TOEFL certificate taken from other institution with 515 passing mark can also be accepted*
- General Knowledge Test – can be taken in Bahasa or English (for foreigners)
- Interview will be conducted by our respective Programme Director

## Acceptance Letter

- Acceptance letter & payment procedure will be sent through e-mail by the authorized Marketing & Admission department 2 days after the interview. The student must print and affix their signature at the end of the letter then submit it to the Marketing & Admission department for confirmation of their registration for the upcoming semester

## Payment


- Pay the required amount of course fee at the specified bank


## Fill-in KRS Form


- Fill-in your Subject Plan Form (KRS) at the Academic Bureau


## Campus Address


London School of Public Relations - Jakarta  
Postgraduate Programme  
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 : Postgraduate Programme STIKOM LSPR - Jakarta

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 : lsprpgp

 [www.lspr.edu/postgraduateprogramme](http://www.lspr.edu/postgraduateprogramme)

## Associate Partners



City & Guilds

