



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



TAKING LEARNING BEYOND BORDERS  
LSPR ASEAN GLOBAL CAMPUS

# Master of Arts In Communication

(Magister Ilmu Komunikasi)

- Strategic Public Relations
  - Corporate Communication
  - Government Public Relations
- Marketing Communication
- International Communication for Business & Development





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
  - Government Public Relations
 Marketing Communication  
 International Communication for Business & Development
- Total number of subjects : 10 including Thesis
- Total credits : 44
- Length of study : 3 semesters - approximately 18 months
- Medium of Instruction : Bilingual (English and Bahasa Indonesia)
- International subjects : Strategic Issues Management (Edith Cowan University, Australia)  
 Social Media for Business (City and Guilds, UK)  
 Challenges to Maritime Sustainable Development (Coventry University, UK)
- Class Schedule : Regular Class 18:30 - 21:00 (3 days a week)  
 Executive Class 10:00 - 18:30 (every Saturday)

## 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                              | Strategic Issues 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                              | Social Media for Business                | 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           |

| No                             | Strategic Public Relations: Government Public Relations | 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                              | Strategic Issues Management                             | 6           |
| 3                              | Advanced Communication Theory                           | 4           |
| <b>2<sup>nd</sup> Semester</b> |                                                         |             |
| 1                              | Government and Governance PR                            | 4           |
| 2                              | Political Communication In The Digital Age              | 4           |
| 3                              | Methodology of Communication Research                   | 4           |
| <b>3<sup>rd</sup> Semester</b> |                                                         |             |
| 1                              | Stakeholder Relations                                   | 4           |
| 2                              | Crisis Communication                                    | 4           |
| 3                              | Seminar and Colloquium                                  | 2           |
| 4                              | Thesis / Non-thesis                                     | 8           |

| No                             | International Communication for Business & Development  | Credit      |
|--------------------------------|---------------------------------------------------------|-------------|
| <b>Pre-requisite Courses</b>   |                                                         |             |
| 1                              | Introduction to Postgraduate Studies                    | Certificate |
| 2                              | English for Academic Improvement (TOEFL)                | Certificate |
| <b>1st Semester</b>            |                                                         |             |
| 1                              | International Media Studies                             | 4           |
| 2                              | Regional Studies                                        | 4           |
| 3                              | Advanced Communication Theory                           | 4           |
| <b>2<sup>nd</sup> Semester</b> |                                                         |             |
| 1                              | International Business Communication in the Digital Age | 4           |
| 2                              | Challenges to Maritime Sustainable Development          | 6           |
| 3                              | Methodology of Communication Research                   | 4           |
| <b>3<sup>rd</sup> Semester</b> |                                                         |             |
| 1                              | Persuasion & Advocacy                                   | 4           |
| 2                              | Intercultural Business Communication                    | 4           |
| 3                              | Seminar and Colloquium                                  | 2           |
| 4                              | Thesis / Non-thesis                                     | 8           |

# Registration Procedure

## Application Form

- Log in at [smbppg.lspr.edu](http://smbppg.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. 500.000,- (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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📞 : lsprpgg

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

## Associate Partners



City & Guilds

