



MASTER OF ARTS *in* COMMUNICATION MAJOR IN MARKETING COMMUNICATION

**Get international certification from City & Guilds, UK.
for subject: Social Media for Business**



PROGRAMME SPECIFICS

Qualification	: Magister Ilmu Komunikasi [M.I.Kom]
Focus of Study	: Communication
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 Subject	: Social Media for Business [City & Guilds, UK]
Class Schedule	: Regular Class 18:30 - 21:00 [3 days a week] Executive Class 10:00 - 18:30 [every Saturday]

SUBJECTS

- Consumer Behavior
- Social Media for Business
- Strategic Branding Communication
- Integrated Marketing Communication
- Managing Marketing Communication
- Strategic Marketing Communication

ENTRY TEST

- English Proficiency Test
- General Knowledge Test
- Interview with Programme Director

Associate Partners

