



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





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
- 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)

Concentrations & Subjects:

No	Strategic Public Relations: Corporate Communication	Credit
Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
1st Semester		
1	Principles & Ethics of Corporate Communication	4
2	Strategic Issues Management	6
3	Advanced Communication Theory	4
2nd Semester		
1	Strategic Planning & Digital Public Relations	4
2	Investor Relations	4
3	Methodology of Communication Research	4
3rd Semester		
1	Corporate Social Responsibility	4
2	Crisis Communication	4
3	Seminar and Colloquium	2
4	Thesis / Non-thesis	8

No	Strategic Public Relations: Government Public Relations	Credit
Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
1st Semester		
1	Principles & Ethics of Corporate Communication	4
2	Strategic Issues Management	6
3	Advanced Communication Theory	4
2nd Semester		
1	Government and Governance PR	4
2	Political Communication In The Digital Age	4
3	Methodology of Communication Research	4
3rd Semester		
1	Stakeholder Relations	4
2	Crisis Communication	4
3	Seminar and Colloquium	2
4	Thesis / Non-thesis	8

No	Marketing Communication	Credit
Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
1st Semester		
1	Consumer Behavior	4
2	Social Media for Business	6
3	Advanced Communication Theory	4
2nd Semester		
1	Strategic Branding Communication	4
2	Integrated Marketing Communication	4
3	Methodology of Communication Research	4
3rd Semester		
1	Managing Marketing Communication	4
2	Strategic Marketing Communication	4
3	Seminar and Colloquium	2
4	Thesis / Non-thesis	8

No	International Communication	Credit
Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
1st Semester		
1	International Media Studies	4
2	Regional Studies	4
3	Advanced Communication Theory	4
2nd Semester		
1	International Business Communication in the Digital Age	4
2	Challenges to Maritime Sustainable Development	6
3	Methodology of Communication Research	4
3rd Semester		
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 spmbpgp.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.
- General Knowledge Test – can be taken in Bahasa or English (for foreigners)
- Interview will be conducted by our respective Programme Director

Acceptance Letter

- Marketing & Admission Department will send the test result along with the Payment Procedure through e-mail
- Entry Test Result and Payment Procedure will be sent 2-3 days after the interview

Payment

- Pay the required amount of the course fee at the specified bank
- Acceptance Letter will be sent through e-mail once the proof of payment is accepted

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

- Sudirman Park Campus, Jakarta
Jl. K.H Mas Mansyur, Kav. 35,
Jakarta Pusat 10220, Indonesia
- @Transpark Campus, Bekasi
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🌐 www.lspr.edu/postgraduateprogramme

Associate Partners

