



Communication Management

Tracy LOH, PhD

Senior Lecturer of Communication Management
Academic Advisor for Business Major (Communication Management)

WHY SMU COMMUNICATION MANAGEMENT?



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

Lee Kong Chian
School of
Business

WHY SMU COMMUNICATION MANAGEMENT?

- Only communication major in Singapore that is housed in a business school
- Theoretically and practically grounded in the world of business
- Important to have a business school major as a second major. E.g. even for a tech/law/acct student, the application of your professional expertise still has to be done in the context of business.
- Highly effective and passionate teachers

IPR-SMU ALLIANCE (SOUTHEAST ASIA)

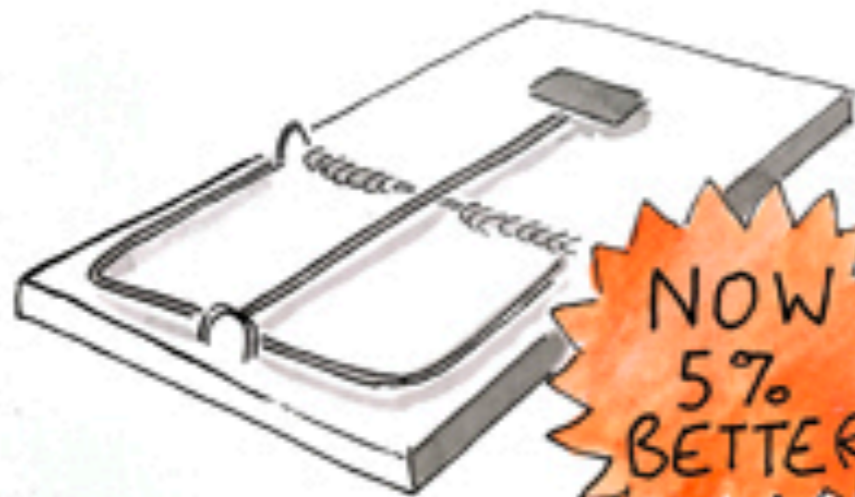


Lee Kong Chian
School of
Business



WHAT IS THE ROLE OF
COMMUNICATION
MANAGEMENT?

A BETTER MOUSETRAP



NOW THAT WE'VE BUILT IT,
LET'S SIT TIGHT AND
WAIT FOR THE WORLD TO
BEAT A PATH TO OUR DOOR.



BETTER MOUSETRAP FALLACY

The “better mousetrap fallacy” is the mistaken belief that a superior product will automatically generate customers, which would remove the need for building that “path to your door” through a strong promotional plan



COMMUNICATION MANAGEMENT

Communication management is a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups upon which the organization is dependent



COMMUNICATION MANAGEMENT

- Relationship management
- Reputation management
- Spokesperson for the organisation i.e. public face of the organisation
- Effective communication between an organisation and its stakeholders is important for acceptance, cooperation and in times of crisis might impact upon the very survival of the organisation

ALL ORGANISATIONS NEED COMMUNICATION MANAGEMENT

Regardless of industry, types of business, locations, on and offline, old and new, profit or non-profit, public or private, all organisations need to know how to manage communication in order to perform optimally. It is an integrated framework for managing communication in organisations today.



COMMUNICATION HIGHLY VALUED IN TIMES OF CRISIS



COMMUNICATION HIGHLY VALUED IN TIMES OF CRISIS



An advertisement for e-payment services. It features a red background with a white border. The text 'E-PAY, THE EASY WAY' is at the top. Below it, three people are shown: a woman in a pink jacket, a woman in a yellow hijab, and a man in a blue shirt, all holding food and using mobile phones. The text 'TAP OR SCAN, ALL ALSO CAN' is followed by a paragraph: 'Meal times should be convenient and hassle-free. With a wide range of e-payments, there are easier ways to pay for your food. Try it now in selected coffee shops, hawker centres, and industrial canteens.'

COMMUNICATION HIGHLY VALUED IN TIMES OF CRISIS



COMMUNICATION MANAGEMENT VS. MARKETING

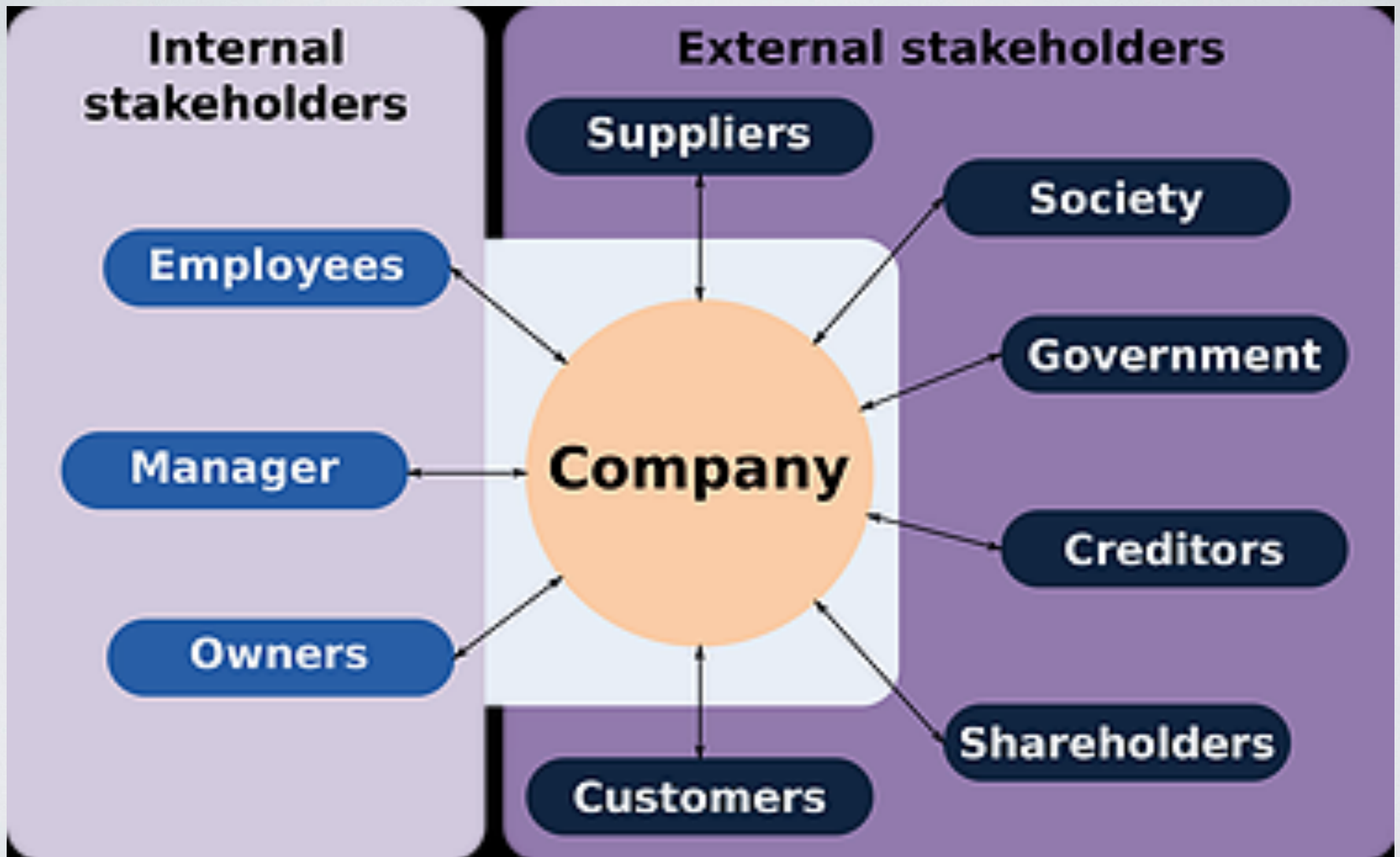
- Marketing concerned with selling, comm mgt concerned with relationship formation, building and sustenance
- Complementary as comm mgt is the 4th P. However it is promotion and more

FUNCTIONS WITHIN DISCIPLINE OF COMMUNICATION MANAGEMENT

- Issues Management
- Marketing Communication
- Corporate Branding
- Media Relations
- Financial Communication/Investor Relations
- Internal/Employee Communication
- Community/Corporate Social Responsibility
- Government Communication/Public Affairs
- Crisis Communication
- Sponsorship/Philanthropy



Reputation and
Relationship
Management



WORK ACTIVITIES OF COMM PROFESSIONALS

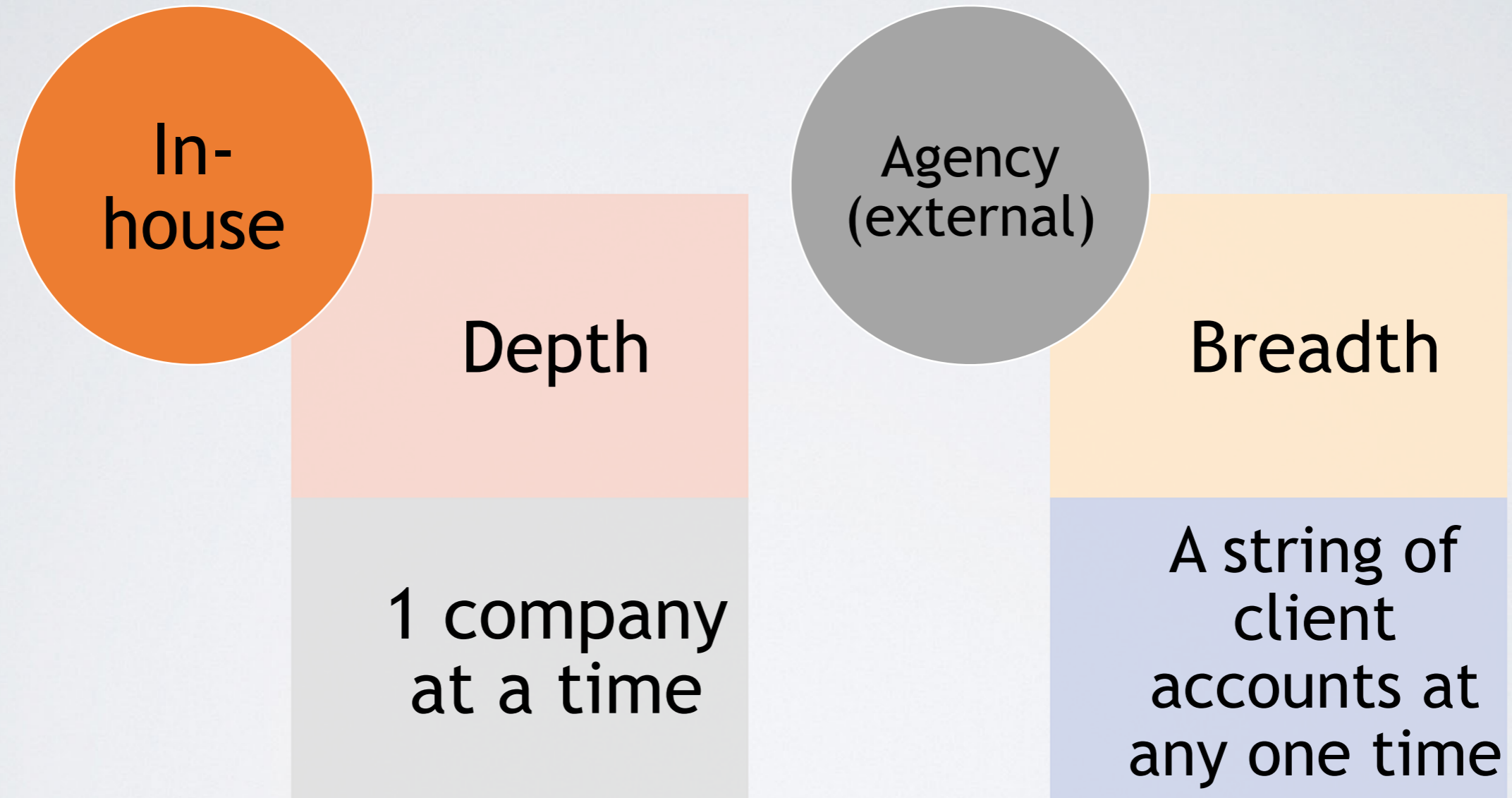
Tactical (executive roles)

- Media relations
- Event planning
- Writing and editing corporate literature
- Producing print & broadcast collateral
- Environment scanning

Strategic (senior roles)

- Strategic planning
- Communication research
- Counselling and advising senior management
- Trouble shooting
- Image building and repair
- Relationship building

CAREER OPTIONS OF COMM PROFESSIONALS



COMPANIES OUR GRADUATES HAVE WORKED IN



SALARIES

MARKETING - ADVERTISING	Media Planner	Account Executive	Account Manager	Account Director	Group Account Director
China	350 - 750	130 - 250	280 - 500	350 - 700	700 - 1,000
Hong Kong SAR	250 - 400	200 - 330	330 - 600	600 - 700	750 - 1,000
Japan	4 - 7	4 - 7	8 - 11	10 - 15	12 - 18
Malaysia	42 - 72	36 - 72	72 - 120	120 - 150	190 - 300
Singapore	60 - 90	40 - 60	60 - 100	120 - 160	140 - 220

MARKETING - CREATIVE	Copywriter	Art Director	Creative Director	Executive Creative Director
China	150 - 450	400 - 800	800 - 1,500	1,000 - 2,200
Hong Kong SAR	240 - 480	480 - 650	600 - 850	1,000 - 1,550
Japan	5 - 8	5 - 9	7 - 12	10 - 20
Malaysia	48 - 72	170 - 230	170 - 230	230 - 300
Singapore	40 - 80	80 - 130	100 - 150	150 - 200

MARKETING - COMMUNICATIONS	Marketing Communications Manager	Public Relations/ Communications Manager	Internal Communications Manager	Corporate Communications Manager
China	300 - 800	300 - 800	300 - 500	400 - 800
Hong Kong SAR	440 - 600	350 - 700	360 - 600	540 - 750
Japan	9 - 15	8 - 12	6 - 12	7 - 12
Malaysia	84 - 170	84 - 170	72 - 144	84 - 170
Singapore	54 - 90	80 - 120	80 - 120	80 - 120

MARKETING - MARKET RESEARCH	Market Research/ Consumer Insights Analyst	Market Research/ Consumer Insights Manager	Market Research/ Consumer Insights Director
China	150 - 250	300 - 700	700 - 1,500
Hong Kong SAR	300 - 600	400 - 800	500 - 1,200
Japan	4 - 7	6 - 10	8 - 12
Malaysia	42 - 72	96 - 160	208 - 264
Singapore	50 - 80	80 - 120	120 - 180

DIGITAL - MARKETING	Digital/Online Marketing Manager	Digital Communication/ Content Manager	Digital Acquisition/ Performance	Head of Digital	Head of eCommerce
China	300 - 600	300 - 600	500 - 900	N/A	900 - 2,000
Hong Kong SAR	520 - 850	500 - 800	N/A	N/A	660 - 1,150
Japan	8 - 15	6 - 10	6 - 10	10 - 18	8 - 17
Malaysia	84 - 150	72 - 120	96 - 180	216 - 300	120 - 170
Singapore	80 - 120	80 - 120	80 - 130	120 - 180	120 - 160

DIGITAL - CUSTOMER EXPERIENCE	CRM Manager	Manager	Senior Manager	Director	Department Head
China	400 - 700	400 - 700	500 - 900	900 - 1,600	900 - 1,800
Hong Kong SAR	480 - 600	480 - 600	720 - 900	960 - 1,200	1,000 - 1,500
Japan	7 - 12	7 - 10	8 - 12	12 - 18	12 - 20
Malaysia	70 - 140	96 - 120	120 - 180	180 - 240	240 - 360
Singapore	60 - 100	80 - 120	120 - 150	150 - 180	180 - 220

DIGITAL - TRANSFORMATION & ANALYTICS	Web Analytics Manager	Head of Digital Transformation
China	450 - 750	1,000 - 1,800
Hong Kong SAR	500 - 800	800 - 1,600
Japan	6 - 10	12 - 20
Malaysia	48 - 96	96 - 144
Singapore	80 - 130	180 - 240

COMMUNICATION MANAGEMENT MAJOR

- 6 (2 core + 4 electives) communication management courses
 - COMM102 Foundations in Strategic Communication
 - COMM302 Designing Communication for Behavioural Change
 - 4 communication management electives
- For non-BBM students
 - COR-COMM1304 Management Communication
 - Any one course from the following list:
 - Finance / Finance for Law
 - Financial Accounting / Financial Accounting for Law
 - Management of People at Work
 - Marketing
 - Operations Management
 - Strategy

CURRENT COURSES

- COR-COMM1304 Management Communication (University core curriculum)
- COMM102 Foundations of Strategic Communication (Major core)
- COMM120 Intercultural Communication (DDC elective)*
- COMM121 Fundamentals of Media Management
- COMM216 Communication & Digital Media Industries (DDC elective)
- COMM225 Public Relations Writing
- COMM245 Internal Communication
- COMM246 Crisis Management and Communication
- COMM253 Storytelling for Brands and Organisations (DDC elective)**
- COMM254 Corporate Culture and Values (DDC elective)*
- COMM255 Interaction Design Communication (DDC compulsory)
- COMM256 Design Thinking and Communication (DDC compulsory)
- COMM301 Data Analytics & Visualisation for Comm Mgt (DDC compulsory)
- COMM302 Designing Communication for Behavioural Change (Major core)
- COMM334 Strategic Communication in Asia
- COMM346 Communication Strategies in the Digital Age (DDC elective)
- COMM360 Investor Relations
- COMM362 Brand Storytelling for Asia (DDC elective)**

NEW TRACK

(FOR STUDENTS ADMITTED IN AY2019/20)

- Data, Design & Communication
- Communication jobs in the digital economy require graduates to be able to derive insights from data and bring a design mindset to innovation and problem solving. This new track will help to prepare for students for this challenge and opportunity.

DATA, DESIGN &
COMMUNICATION TRACK

AVERAGE MONTHLY BASE SALARY (JULY 2021, INDEED SG)

PR Executive	Customer Insights Analyst	UX Designer
\$3,046	\$4,803	\$5,039

INTRODUCTION TO DDC

- Prepares students for communication-related jobs in the digital economy.
- These jobs require expertise in unearthing insights from data, designing user experiences, and managing programs in platform businesses.
- Focused on data analytics and visualization, design thinking, and interaction design.

STRUCTURE OF DDC

Communication Management Core Courses

- COMM302: Designing Communication for Behavioral Change
- COMM102: Foundations in Strategic Communication

DDC Core Courses

- COMM301: Machine Learning for Communication Management
- COMM255: Interaction Design Communication
- COMM256: Design Thinking in Digital Communication

DDC Electives (pick any three)

- COMM253: Storytelling for Organizations and Brands
- COMM346: Communication Strategies in the Digital Age
- COMM361: The Business of the Creative Industries
- COMM120: Intercultural Communication (or COMM254 Corporate Culture and Values)

UPDATE ON COMM 301: MACHINE LEARNING

- The course is designed to give students in the Communication Management major (Data, Design, Communication Track) and who are new to data analytics an understanding of how to carry out data-driven and data-informed managerial decision-making in business. The course will provide step-by-step guidance on how to execute machine learning methods using computational programming in R and deploy the analytic results in an interactive dashboard, using Shiny.

DATA, DESIGN & COMMUNICATION

COMM255 Interaction Design Comms

- Digital product design (UX / HCI)
- How UX really happens in tech
- How to pitch new UX ideas/needs
- How to prototype in Figma, etc.

COMM256 Design Thinking & Comms

- Product & service innovation
- How to find real human needs
- How to solve problems creatively
- How to pitch to *real* investors



COMMUNICATION MANAGEMENT FACULTY



QUALITIES

- Strategic thinker
- Competent in communication (both writing and speaking, analog and digital)
- Great attitude & passionate
- Pleasant personality & good interpersonal skills
- Be able to work under pressure
- Be patient and cool
- Be a team player
- To be excellent, content is also needed (such as finance, IT etc.)

IPRS PRESENTS

PR BYTES

**“IF I WAS DOWN TO THE LAST DOLLAR
OF MY MARKETING BUDGET I’D SPEND IT
ON PR!”**

Bill Gates



www.iprs.org.sg

QUESTIONS?

Contact

Academic Advisor

Prof Tracy Loh (tracyloh@smu.edu.sg)



Discover your world