SMU MASTER
OF SCIENCE IN
COMMUNICATION
MANAGEMENT

SINGAPORE MANAGEMENT UNIVERSITY
Message from the Provost

We experience every day that businesses and organisations in Asia are under huge pressure to better manage their reputation. This is caused by three factors: a better educated public, the recent financial crisis and digital media. Managing an organisation’s communication has never been in higher demand, but it has also never been more complicated.

In response, Singapore Management University (SMU) is offering Southeast Asia’s first Master of Science in Communication Management (MCM) as a joint programme with the world-renowned Executive Master’s in Communication Management at USI in Lugano, Switzerland and with five modules taught at UCLA Anderson School of Management.

This rigorous, part-time programme offers a postgraduate university degree right in the heart of Singapore and also takes students to Switzerland and Los Angeles. Within 12 months, you will interact with many of the world’s leading corporate communication faculty members and industry practitioners.

I invite you to take a look at the programme and get in touch with us to explore this master’s programme.

Professor Rajendra K Srivastava
Provost and Deputy President (Academic Affairs)
Singapore Management University
Thank you for your interest in the Master of Science in Communication Management – the first and only programme of its kind in Southeast Asia. As a student in this 12-month programme, you will learn from leading professors at SMU and our partner universities, USI in Lugano, Switzerland and the UCLA Anderson School of Management in the US.

The Master of Science in Communication Management develops leaders who can play a strategic communication role in organisations and manage communication across cultures. I truly look forward to welcoming you in the near future.

Sincerely,

Dr Mark Chong
Academic Director, MSc in Communication Management
Associate Professor, Corporate Communication (Practice)
Area Coordinator, Corporate Communication
Lee Kong Chian School of Business
ABOUT THE PROGRAMME

SMU’s Master of Science in Communication Management (MCM) is Southeast Asia’s only university degree in corporate communication. It is a joint programme conducted with the world-renowned Executive Master of Science in Communication Management at the Università della Svizzera italiana (USI), Lugano, Switzerland. The 12-month, degree-awarding curriculum starts in January and is delivered on Friday evenings and weekends at the SMU campus. Students jointly spend one week in Switzerland and 10 consecutive days at UCLA in Los Angeles.

OVERVIEW

• Understand the business functions including finance, strategy, marketing, and organisational behaviour.

• Manage communication with a fine-tuned awareness of business strategy, regional market demands, and global social and economic change.

• Work across ever-increasing channel choices, including digital communication, and with diverse stakeholders such as investors, employees, regulators, NGOs, and mass media.

Taught by world-class corporate communication faculty, you will also interact with leading corporate communication practitioners and discuss the most important case studies. 12 months, three countries, esteemed faculty, Asian and global cases, and a Master of Science in Communication Management.

PROGRAMME FEATURES

• Southeast Asia’s only university degree in corporate communication.

• Conducted with the world-leading Master of Science in Communication Management at USI in Lugano, Switzerland.

• Part-time curriculum over 12 months delivered during Friday evenings and weekends on SMU Campus.

• Students jointly spend one week in USI, Switzerland, and 10 consecutive days in UCLA, Los Angeles.

Alternatively, students can take 10 modules taught in Singapore and earn the Graduate Diploma in Public Relations (GDPR).

PROGRAMME STRUCTURE

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<td>Persuasion</td>
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<td>Global Journalism</td>
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<td>Societies, Communities and Governments Across Asia</td>
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<td>Leading Organisations Across Cultures</td>
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Subject to changes. Visit www.smu.edu.sg/mcm for the latest updates.
Application

ADMISSION CRITERIA

The Master of Science in Communication Management programme welcomes applicants with the following qualifications:

- A good first degree from a respectable university
- Three years of relevant work experience
- Fully proficient in English (application process includes an interview)

PROGRAMME FEES

The fees for the programme are:

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<th>Fee Type</th>
<th>Amount</th>
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<tr>
<td>Application fee</td>
<td>S$50</td>
<td>Non-refundable</td>
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<td>Registration fee</td>
<td>S$5400 ($5500)</td>
<td>(Singapore Citizens/Permanent Residents) (Foreigners)</td>
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<td>Tuition fee</td>
<td>$38,000 for Master of Science in Communication Management</td>
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<td>$25,000 for Graduate Diploma in Public Relations</td>
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Registration fee: $5000 will contribute to the first payment of tuition fees

Tuition fee: does not include meals, air travel and accommodation expenses in Singapore, Lugano and LA

International student visa not applicable.

FACULTY

The Master of Science in Communication Management programme features faculty from SMU, USI and the UCLA Anderson School of Management. Instructors include Professor Paul Argenti, who is regarded as a pioneer in modern corporate communication.
Course Modules

**LINKING COMMUNICATION TO MANAGEMENT**
- Finance
- Quantitative Methods
- Strategy
- Negotiations Behaviour
- Corporate Governance
- Human Resource Management
- Leadership and Communication
- Managing Corporate Transitions

**UNDERSTANDING THE COMMUNICATION ENVIRONMENT**
- Societies, Communities and Governments Across Asia
- Digital Media
- Data Analytics
- Global Information Economy
- Leading Organisations Across Cultures
- Corporate Communication Research
- Communication Law
- Global Journalism

**MANAGING INTEGRATED COMMUNICATION**
- Corporate Reputation
- Communication Planning
- Advertising Management
- Investor Relations
- Brand Management
- Persuasion
Voices from Alumni

“I am excited at being offered a place in this course, which I believe will go a long way in expanding my learning horizon as well as my career and personal branding. I envision a vibrant and conducive environment where students from the varied backgrounds and perspectives share and grow together.”

Choo Hong Xian
Civil Servant, Singapore Police Force

“Interactions with my professors and classmates have helped broaden my perspective and knowledge base. I would recommend this programme to communication practitioners seeking a step-up in their career prospects, in addition to gaining insights into the strategic and social value of our profession, which is in increasing demand in today’s fast-paced, globalised world.”

Aida Gao Yu
Head of Corporate Communications, Greater China Rolls-Royce

“The Master of Science in Communication Management was intense and had immediate application to my work. The programme will build my professional credibility within the broader communications industry and will take me forward with confidence to be an even greater asset to management and as a leader. The opportunity to learn and study with people from such diverse backgrounds has been a real privilege and the time spent at UCLA was both interesting and rewarding.”

Clare Emma Preston
Project Resource Director & Partner, Design Bridge (Asia)

“Sharing best practices is something our industry urgently needs to do. I look forward to working with peers from the communication industry in Asia, Europe and the US.”

Evan Lewis
Vice President, Public Relations, Events and Corporate Communication, DFS Group