



MSCM Master of Arts in Strategic Communication Management

Admission 02-218-2218

MSCM Program 02-218-2199

f ISCM Commarts Chula



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About Us

he International School of Communication
Management (ISCM) is part of Chulalongkorn
University's Faculty of Communication Arts,
which was founded in 1965 as the Department of Mass
Communications and Public Relations and later became a
faculty in 1974. Overtime, the faculty has established an
outstanding reputation in various communication areas.

In 2004, The Faculty launched a comprehensive four-year undergraduate program in Communication Management. This international program combines key elements of brand communications and management, shaping well-rounded, highly skilled graduates.

Degree

M.A. in Strategic Communication Management (International Program)

Program Pathways

Plan A: Thesis

2 Years (Evening Class)

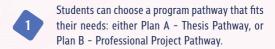
Curriculum Code: 4204

Plan B: Project

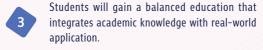
1.5 Years (Evening Class)

Curriculum Code: 4205

Why Choose MSCM?







Students will have opportunities to visit institutions of higher learning, important historical and cultural sites, as well as companies and agencies involved in communication industries.

Program Philosophy

In today's globalized world, disruptive communication and the impact of the COVID-19 pandemic are driving significant changes and increasing cross-border competition. The rise of new platforms presents both opportunities and challenges, leading to major shifts in society and global culture.

The Master of Arts in Strategic Communication Management Program (MSCM) aims to develop professionals with a thorough understanding of communication principles. Students will be equipped to apply their knowledge efficiently in managing communication within a rapidly changing landscape, rooted in academic ethics and social responsibility.

Program Objectives



To produce graduates who possess the knowledge and skills to integrate the ever-evolving field of communication studies while grounded in social responsibility and ethical principles.



To enhance academic knowledge, research, and the pursuit of integrated theoretical concepts that encompasses all dimensions of strategic communication management.

Academic Calendar

First Sem. (Fall)
Aug - Dec

Second Sem. (Spring)

Jan - May

(Plan B)
Summer Sem.
Jun - Jul

Tuition Fees

First - Second Semester 138,000 \$ / Sem.

Summer Semester 29,250 \$ / Sem.

Future Careers

- Communications Strategist

Account Manager

- PR & Marketing Manager

- Marcom Manager

- Digital Media Executive

- Brand Manager

- Digital Content Creator

- PR Specialist

- Start-up Business Owner

- Lecturer & Academic

- Corporate Communications Manager

FAQs

What is MSCM about?

This program focuses on integrated marketing communications, strategic brand management, and global communication management. Students will explore academic topics such as communication theory, consumer behavior, marketing communication research, principles of communication management, and strategic planning and evaluation.

What is Plan A and Plan B?

Plan A (Curriculum Code: 4204) involves completing a thesis, a research-oriented report focused on strategic communication management.

Plan B (Curriculum Code: 4205) involves completing a professional project, a mini-thesis. In addition, students must take summer courses and pass a comprehensive exam.

Is a B.A. in Communication required?

No. Applicants with a Bachelor's degree in any field of study are eligible to apply for the MSCM program.

Are scholarships available?

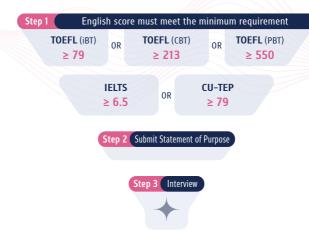
Yes, the University offers scholarship programs for graduates. For more info, please visit the website (QR Code).

Program Structure



Admissions

Application Period February - April



Applicants who graduated from a degree program conducted in English and approved by a governing board will be exempt from the English proficiency test.

(QR Code on the back)

 \triangle The details are subject to change each year

Discover More



MSCM Curriculum



MSCM Admission



Scholarships



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