



FACULTY OF COMMUNICATION ARTS
CHULALONGKORN UNIVERSITY

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MSCM

Master of Arts in
Strategic Communication
Management



Admission 02-218-2218



MSCM Program 02-218-2199



ISCM Commarts Chula



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About Us

The 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?

1

Students can choose a program pathway that fits their needs: either Plan A – Thesis Pathway, or Plan B – Professional Project Pathway.

2

Students will have the opportunity to study with professors from many countries. Joint research with foreign universities are also possible.

3

Students will gain a balanced education that integrates academic knowledge with real-world application.

4

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

1

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.

2

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
- PR & Marketing Manager
- Digital Media Executive
- Digital Content Creator
- Start-up Business Owner
- Corporate Communications Manager
- Account Manager
- Marcom Manager
- Brand Manager
- PR Specialist
- Lecturer & Academic

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

Step 1 English score must meet the minimum requirement

TOEFL (iBT)
≥ 79

OR

TOEFL (CBT)
≥ 213

OR

TOEFL (PBT)
≥ 550

IELTS
≥ 6.5

OR

CU-TEP
≥ 79

Step 2 Submit Statement of Purpose

Step 3 Interview



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

❶ For further details, please visit our website (QR Code on the back)

⚠ The details are subject to change each year

Discover More



MScM Curriculum



MScM Admission



Scholarships

ISCM International School of
Communication Management

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