

5

G

M

ACULTY OF COMMUNICATION ARTS ULALONGKORN UNIVERSITY

Master of Arts in Strategic Communication Management



Admission 02-218-2218



MSCM Program 02-218-2199

@iscmcommarts_chula



5

www.inter.commarts.chula.ac.th

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)

Plan B: Project 1.5 Years (Evening Class)

Curriculum Code: 4204

Curriculum Code: 4205

Why Choose MSCM?



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



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



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



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)

(Plan B) Summer Sem. Jun - Jul

Tuition Fees

First - Second Semester 138,000 B / Sem.

Summer Semester 29,250 B / Sem.

Future Careers

- Communications Strategist
- PR & Marketing Manager
- Digital Media Executive
- Digital Content Creator
- Start-up Business Owner
- 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.

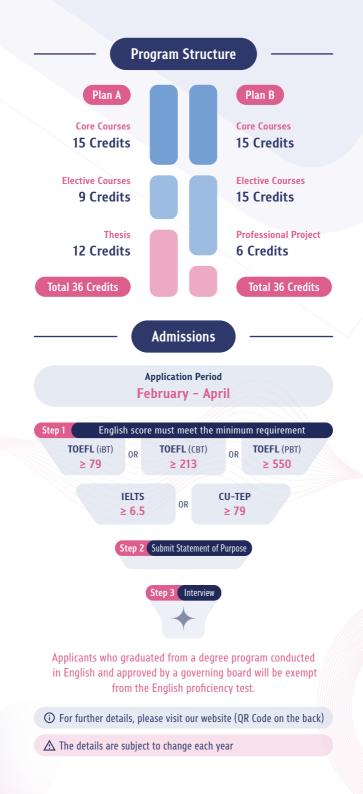
Is a B.A. in Communication required?

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).

- Account Manager
- Marcom Manager
- Brand Manager
- PR Specialist
- Lecturer & Academic



Discover More



MSCM Curriculum



MSCM Admission



Scholarships



6th Fl., Mongkutsamatiwong Bldg. 254 Phaya Thai Rd., Wangmai, Pathumwan, Bangkok 10330, Thailand