

YOUR TIMELINE: MASTER OF CORPORATE COMMUNICATION

Semester 1

- a. Register for courses according to the University and Department requirements (2 weeks before semester begins)

Semester 2

- a. Register for courses according to the University and Department requirements (3 weeks before semester begins)

Semester 3

- a. Register for courses according to the University and Department requirements (3 weeks before semester begins)
- b. Register for FBK5989 Dissertation (3 credits) and FBK5600 Master Research Project Seminar (1 credit) at the beginning of the semester and present your proposal in Week 14 of the semester.
- c. Nominate supervisor for Dissertation (use forms provided by the Department of Communication, Faculty of Modern Languages and Communication)

Semester 4

- a. Register for courses according to the University and Department requirements (3 weeks before semester begins)
- b. Register for FBK5989 Dissertation (3 credits)



Need more information?

For more details: -

Visit us online at: www.fbmk.upm.edu.my

Meet us at:

Graduate Studies and International Affairs Section
Ground Floor, Block A

Faculty of Modern Languages and Communication
Universiti Putra Malaysia

Call us at: 0397698702/ 8788

E-Mail us at: fbmk_tds@upm.edu.my

You can also contact:

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+101o 43' 26.72")

Program Coordinator for Communication:

**PROF. MADYA DR NURUL AIN' MOHD
HASAN**

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FACULTY OF MODERN LANGUAGES AND COMMUNICATION

POSTGRADUATE PROGRAMME

CORPORATE COMMUNICATION (BY COURSEWORK)

DEPARTMENT OF COMMUNICATION

MASTER OF CORPORATE COMMUNICATION

The programme aims to equip candidates with knowledge of theories and applications relevant to the field of corporate communication. In this programme, candidates are exposed to latest developments in the communication industry. Through a series of lectures and practical assignments, the programme aims to contribute to a higher level of professionalism among future and current practitioners of corporate communication and professionals in the media industry. Special focus is given to various aspects of corporate communication, such as planning, preparing, organising and utilizing corporate communication in the operation of an organisation.

Credit Requirements:

Candidates pursuing this programme are required to complete a minimum of 40 credits of graduate-level coursework. Credits are distributed among compulsory courses, elective courses and research project as follows:

| | |
|--|-------------------|
| Compulsory Courses | 27 credits |
| FBK5989 Dissertation | 6 credits |
| FBK5600 Master Research Project Seminar | 1 credit |
| Elective Courses | 6 credits |
| Total | 40 credits |

List of courses

Compulsory Courses (27 Credits)

| | |
|---|-----------|
| KOM5111 Communication Theory | 3 credits |
| KOM5113 Communication Research Methods | 3 credits |
| KOM5115 Statistics for Communication Research | 3 credits |
| KOM5315 Organizational Communication | 3 credits |
| KOM5317 Theory and Practice of Corporate Communication | 3 credits |
| KOM5321 Advanced Public Relations | 3 credits |
| KOM5325 Integrated Marketing Communication | 3 credits |
| KOM5217 Strategies of Communication | 3 credits |
| KOM5319 Communication and Decision Making | 3 credits |
| FBK5989 Dissertation | 6 credits |
| FBK5600 Master Research Project Seminar | 1 credit |

Elective Courses (6 Credits)

| | |
|--|-----------|
| KOM5117 Data Analysis and Interpretation | 3 credits |
| KOM5210 Public Speaking for Professionals | 3 credits |
| KOM5211 Interpersonal Communication | 3 credits |
| KOM5213 Psychology of Communication | 3 credits |
| KOM5215 Intercultural Communication | 3 credits |
| KOM5324 Advanced Advertising | 3 credits |
| KOM5327 Crisis Communication | 3 credits |
| KOM5331 Brand Communication | 3 credits |

