

## YOUR TIMELINE: MASTER BY COURSEWORK

### Semester 1

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

### Semester 2

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

### Semester 3

- a. Register for courses according to University and Department requirements (3 weeks before semester begins)
- b. Register for FBK 5989 Research Project at the beginning of the semester and present your proposal in Week 14 of the semester.
- c. Nominate supervisor for Research Project (use forms provided by the Department of Communication, Faculty of Modern Languages and Communication)

### Semester 4

- a. Register for courses according to University and Department requirements (3 weeks before semester begins)
- b. Register for FBK 5989 Research Project and present findings of the study in Week 14 of the semester
- c. Register for FBK5600 Master Research Project Seminar
- d. (1 credit) – for student who have opted to write the Research Project or
- e. Register for CE00MS (for student who have opted to sit for the Comprehensive Examination)
- f. Register for KOM 5711 Special Topics in Corporate Communication (1 credit) – for students who have opted to sit for the Comprehensive Examination



## Need more information?

For more comprehensive information:-  
Visit us online at: [www.fbmk.upm.edu.my](http://www.fbmk.upm.edu.my)

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### Program Coordinator for Communication:

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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 utilising 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	21 credits
Elective Courses	19 credits
<b>Total</b>	<b>40 credits</b>

### List of courses

#### i. Compulsory Courses (21 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

#### ii. Elective Courses (19 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
KOM5217 Strategies of Communication	3 credits
KOM5319 Communication and Decision Making	3 credits
KOM5323 Principles of Advertising	3 credits
KOM5327 Crisis Communication	3 credits
KOM5331 Brand Communication	3 credits
KOM5419 Presentation Media	3 credits
KOM5711 Special Topics in Corporate Communication	1 credit
FBK5600 Master Research Project Seminar	1 credit
FBK5989 Research Project	6 credits

### Other Requirements:

#### FBK5989 Research Project (6 credits)

Candidates may opt for the Research Project if they obtained an average of B+ for:

KOM5113 Communication Research Methods and  
KOM5115 Statistics for Communication Research.

#### CE00MS Comprehensive Examination

Candidates who opt for 6 credits of elective subjects instead of Project Paper are required to sit for and pass the comprehensive examination at the end of their final semester of study upon fulfilling the credit requirements.

