

SMU launches first ever South East Asia graduate comms degree



SMU: Leading the way with comms graduate course

The first ever dedicated Masters degree in corporate communications

The 12-month modular programme which launches in 2012 will offer participants exposure to Asia, Europe and the US and will also involve engagement with the University of California, Los Angeles (UCLA).

The move comes following a steady demand for senior communication professionals in the Asia Pacific region and the Master in Communication Management will be the first of its kind in Southeast Asia.

The part-time programme by coursework is tailored for mid-level professionals in corporate communication, public relations and public affairs. It will also be useful for those looking to attain the relevant qualifications to enter the communications industry.

The 12-month three-country programme will begin in February 2012 and participants will take courses in Singapore and join their peers in USI for courses and study visits in Lugano and Los Angeles.

Most of the courses in Singapore will be taught in the evenings and on weekends. Participants will learn about areas such as strategy, communication law, investor relations, crisis management, global journalism and digital communication.

The instructors will consist of professors from SMU, USI, UCLA, and senior practitioners in Singapore and the region. In addition, two leading scholars of the field will teach at SMU as Visiting Professors: Professor Paul Argenti of the Tuck School of Business at Dartmouth College and Professor Miriam Meckel from the University of St. Gallen in Switzerland.

Commenting on the programme its director Gregor Halff said: "The growth and diversification of the Asian economies is creating a steady demand for senior communication professionals. These talents can be groomed from within the region. The SMU Master in Communication Management not only responds to the industry's call for quality graduate education opportunities, but also provides participants with a global perspective."

Provost and deputy president of academic affairs, Professor Rajendra Srivastava, added: "Managing an organisation's communication has never been in higher demand, but it has also never been more demanding. As Asian businesses grow, they face increasing challenges in managing and communicating their brands. They must also respond to conflicting demands from multiple stakeholders – customers, investors, employees, media, and investors. As a management university in Asia, we are offering a programme relevant



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to the industry's needs.”

The course has also been welcomed by the president of the Institute of Public Relations Singapore (IPRS) and head of group communications at UOB, Ng Wei Joo, who said: “The curriculum at SMU gives graduates the best pedigree possible to move up and thrive in executive roles.”

The SMU said that applicants must have a good academic undergraduate degree, possess relevant professional experience and demonstrate proficiency in English. This programme costs S\$38,000. The course will admit up to 30 participants in the pioneer batch.

Interested applicants can visit

<http://www.business.smu.edu.sg/communicationmanagement>