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Headline: SMU Launches SE Asia's First Masters Communication Degree

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SINGAPORE—Singapore Management University is launching a new Master in Communication Management degree, believed to be the first of its kind in Southeast Asia. The program is offered in collaboration with Università della Svizzera italiana in Lugano, Switzerland, and the UCLA Anderson School of Management in the US.

The part-time program by coursework is tailored for mid-level professionals in corporate communication, public relations and public affairs.

The 12-month program will begin in February 2012. 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.

Director of the programme, associate professor Gregor Halff says, "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."