**Distribusi Mata Kuliah Program Studi Magister Ilmu Komunikasi**

|  |  |  |
| --- | --- | --- |
| **No** | **MATA KULIAH** | **SKS** |
|  | **SEMESTER I (SATU)** |  |
| 1 | Perspektif dan Teori Komunikasi  | 3 |
| 2 | Penelitian Komunikasi Kuantitatif  | 3 |
| 3 | Strategi Perubahan Dan Komunikasi  | 3 |
|  | **Total** | 9 |

|  |  |  |
| --- | --- | --- |
| **No** | **MATA KULIAH** | **SKS** |
|  | **SEMESTER II (DUA)** |  |
| 1 | Penelitian Komunikasi Kualitatif | 3 |
| 2 | Komunikasi Organisasi dan Kepemimpinan  | 3 |
| 3 | Sosiologi Media Komunikasi | 3 |
|  | **Total** | 9 |

### KONSENTRASI: KOMUNIKASI POLITIK

|  |  |  |
| --- | --- | --- |
| No | MATA KULIAH | **SKS** |
|  | **SEMESTER III (TIGA)** |  |
| 1 | Komunikasi Pemasaran Politik  | 3 |
| 2 | Strategi Negosiasi Dan Persuasi | 3 |
| 3 | Media & Politik Pencitraan  | 3 |
| 4 | Komunikasi Dan Kebijakan Publik | 3 |
|  | **Total** | 12 |

### KONSENTRASI : CORPORATE AND MARKETING COMMUNICATIONS

|  |  |  |
| --- | --- | --- |
| No | MATA KULIAH | **SKS** |
|  | **SEMESTER III (TIGA)** |  |
| 1 | Reputation and Crisis Management | 3 |
| 2 | Strategic Corporate Communication  | 3 |
| 3 | Creative Communiction | 3 |
| 4 | Strategic Marketing Communications | 3 |
|  | **Total** | 12 |

### KONSENTRASI: MEDIA INDUSTRI DAN BISNIS

|  |  |  |
| --- | --- | --- |
| No | MATA KULIAH | **SKS** |
|  | **SEMESTER III (TIGA)** |  |
| 1 | Ekonomi Politik Media | 3 |
| 2 | Teknologi dan New Media | 3 |
| 3 | Manajemen Industri dan Bisnis Media | 3 |
| 4 | Media Kontemporer | 3 |
|  |  | 12 |

|  |  |  |
| --- | --- | --- |
| **No** | **MATA KULIAH** | **SKS** |
|  | **SEMESTER IV (EMPAT)** |  |
| 1 | Writing Course  | 2 |
| 2 | Seminar | 2 |
| 3 | Tesis | 6 |
|  |  | 10 |

 Ditetapkan di : Jakarta

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 REKTOR UNIVERSITAS MERCU BUANA

 **Dr. Ir. Arissetyanto Nugroho, MM**