

CURRICULUM MARKETING COMMUNICATION STUDIES

Semester 1					
Term 1				Term 2	
NO	SUBJECTS	CREDIT		NO	SUBJECTS
1.1	Principles of Public Relations : The Role of PR & Ethics	3		1.5	Indonesian Language & Scientific Writing
1.2	International Relations Studies : Diplomacy & Negotiation skills	2		1.6	GE I : Basic General English Skills
1.3	Introduction to Communication Studies & Theories	3		1.7	The Basics of Entrepreneurship
1.4	Principles of Marketing Communication : Market Research & Analysis	3		1.8	Indonesian Legal System
Total		11		Total	

Semester 2					
Term 3				Term 4	
NO	SUBJECTS	CREDIT		NO	SUBJECTS
2.1	Business Ethic & Administration	3		2.6	Digital Content Production
2.2	Information Communication Technology : IOT, AI, AR & 3D	2		2.7	Indonesian Communication System : History, Media & Culture
2.3	National Heroism: Character Building LSPR 10 Pillars	2		2.8	GE II: Advanced General English Skills
2.4	Indonesian State Philosophy	2		2.9	Logic & Science Philosophy
2.5	Mass Media Communication	3			
Total		12		Total	

Semester 3					
Term 5				Term 6	
No.	SUBJECT	CREDIT		No.	SUBJECT
3.1	EBC I: Basic Business English Skills	2		3.5	Account Executive Management
3.2	Religious instruction	2		3.6	Consumer Behaviour
3.3	Sociology Communication and Cultural Anthropology	2		3.7	Integrated Marketing Communication I : Content Marketing
3.4	Photography Communication : Production and Post Production	3		3.8	Intercultural Communication
Total		9		Total	

Semester 4					
Term 7				Term 8	
No.	SUBJECT	CREDIT		No.	SUBJECT
4.1	EBC II : Advanced Business English Skills	2		4.6	Principles of Management Communications
4.2	Language Selection (Mandarin, French, German & Spanish)	2		4.7	Marketing Management : Search Engine Marketing
4.3	Ethics and Communication Philosophy	3		4.8	Digital Marketing Communication : Research & Analysis
4.4	Basic Design & Desktop Publishing	2		4.9	Professional Studies & Personal Branding (Business Ethics, Manners)
4.5	Strategic Branding I : Theoretical Approach	3			
Total		12		Total	

Semester 5					
Term 9				Term 10	
No.	SUBJECT	CREDIT		No.	SUBJECT
5.1	Social Statistics	3		5.5	Commercial Law for Marketing
5.2	Communication Research Methods I - Quantitative	3		5.6	Accounting & Finance for Marketing
5.3	International Marketing	3		5.7	Human Communication and Interpersonal Skills : Behavioural Studies
5.4	Brand Communication & Activation	3		5.8	Public Speaking & Persuasive Communication
Total		12		Total	

Semester 6					
Term 11				Term 12	
No.	SUBJECT	CREDIT		No.	SUBJECT
6.1	Marketing Communication Projects	12			d. Social Marketing Communication
	a. Community Development in Marketing Communication	3			e. Creative Digital Marketing Communication
	b. Global Brand Strategy	3		6.2	Communication Research Methods II - Qualitative
	c. Creative Content in Marketing Communication	2		Total	
Total		8			

Semester 7		
No.	SUBJECT	CREDIT
7.1	Seminar on Research Proposal	3
7.2	Internship in Communication Industry	12

Semester 8	
No.	SUBJECT
8.1	Thesis/Non-Thesis
Total	

	WAJIB	
7.3	Intergrated Marketing Communication II : Practical Approach	2
7.4	Strategic Branding II : Practical Approach	2
	OPTIONAL (<i>min. 4 subject, total max. 8 SKS</i>)	
7.5	Digital Startup Growth Strategy	2
7.6	Creativity & Innovation for Events	2
7.7	Leadership Decision Making Strategies	2
7.8	Event Production Management	2
7.9	Managing Event Promotion & Sponsorship	2
7.10	Commercial Copywriting	2
7.11	Handling Media & Public Figures	2
Total		15

SEMESTER 1	19	Prepared by: Prodi
SEMESTER 2	22	Checked by: Dekanat
SEMESTER 3	20	Verified by: Rektorat
SEMESTER 4	24	Approved by: CEO
SEMESTER 5	24	
SEMESTER 6	15	
SEMESTER 7	15	
SEMESTER 8	6	
TOTAL	145	

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