Communication & Business Institute

The Leading Graduate School of Communication & Business

CURRICULUM MARKETING COMMUNICATION STUDIES

Semester 1 : Communication Studies

KODE	NO	SUBJECTS	CREDIT
COMM01	1.1	Introduction to Performing Arts Communication	3
COMM02	1.2	Introduction to Mass Media Communication	3
COMM03	1.3	Introduction to Digital Creative Production	3
COMM04	1.4	Introduction to Communication Studies & Theories	3
IKB01	1.5	The Basics of Entrepreneurship	2
IKB02	1.6	Public Speaking & Persuasive Communication	3
IKB03	1.7	GE I : Basic General English Skills	2
NAS01	1.8	Indonesian Language & Scientific Writing	2
KOM1	1.9	Indonesian Legal System	2
	Total		**23**

Semester 2 : Knowledge of Communication

KODE	NO	SUBJECTS	CREDIT
IKB04	2.1	Principles of Public Relations : The Role of PR & Ethics	3
COMM05	2.2	Principles of Marketing Communication : Market Research & Analysis	3
COMM06	2.3	Indonesian Communication System : History, Media & Culture	3
IKB05	2.4	Information Communication Technology : IOT, AI, AR & 3D	2
KOM02	2.5	Logic & Science Philosophy	2
NAS03	2.6	Indonesian State Philosophy*	2
NAS04	2.7	National Heroism: Character Building LSPR 10 Pillars*	2
IKB06	2.8	GE II: Advanced General English Skills	2
COMM07	2.9	International Relations Studies : Diplomacy & Negotiation skills	2
	Total		**21**

Semester 3 : The Principles of Marketing Comm

KODE	No.	SUBJECT	CREDIT
IKB07	3.1	EBC I: Basic Business English Skills	2
NAS2	3.2	Religious instruction	2
COMM12	3.3	**Sociology Communication and Cultural Anthropology**	2
COMM10	3.4	**Photography Communication : Production and Post Production**	3
MC01	3.5	**Account Executive Management**	3
MC02	3.6	**Consumer Behaviour**	3
MC03	3.7	**Integrated Marketing Communication I : Content Marketing**	3
KOM03	3.8	Intercultural Communication	2
	Total		**20**

Semester 4 : The Essentials of Marketing Comm

KODE	No.	SUBJECT	CREDIT
IKB08	4.1	EBC II : Advanced Business English Skills	2
IKB09	4.2	Language Selection (Mandarin, French, & German)	2
COMM13	4.3	Ethics and Communication Philosophy	3
COMM8	4.4	Basic Design & Desktop Publishing	2
MC04	4.5	**Strategic Branding I : Theoritical Approach**	3
MC05	4.6	**Marketing Management : Search Engine Marketing**	3
MC06	4.7	**Digital Marketing Communication : Research & Analysis**	3
KOM04	4.8	Professional Studies & Personal Branding (Business Ethics, Manners)	3
	Total		**21**

Semester 5 : Advance of Marketing Comm

KODE	No.	SUBJECT	CREDIT
IKB10	5.1	Social Statistics	3
KOM05	5.2	**Communication Research Methods I : Quantitative**	3
MC07	5.3	**International Marketing**	3
MC08	5.4	**Brand Communication & Activation**	3
MC09	5.5	**Principles of Management Communications**	3
MC10	5.6	**Commercial Law for Marketing**	3
MC11	5.7	**Accounting & Finance for Marketing**	3
KOM6	5.8	Human Communication and Interpersonal Skills : Behavioural Studies	3
	Total		**24**

Semester 6 : Marketing Comm Project

KODE	No.	SUBJECT	CREDIT
	6.1	**Marketing Communication Projects**	**12**
IKB11		**a. Community Development in Marketing Communication**	3
MC12		**b. Global Brand Strategy**	3
MC13		**c. Creative Content in Marketing Communication**	2
MC14		**d. Social Marketing Communication**	2
MC15		**e. Creative Digital Marketing Communication**	2
IKB12	6.2	**Communication Research Methods II: Qualitative**	3
	Total		**15**

Semester 7 : Internship

KODE	No.	SUBJECT	CREDIT
IKB 13	7.1	Seminar on Research Proposal	3
IKB 14	7.2	Internship in Communication Industry	12
		WAJIB	
	7.3	**Intergrated Marketing Communication II : Practical Approach**	
	7.4	**Strategic Branding II : Practical Approach**	2
		OPTIONAL *(min. 4 subject, total max. 8 SKS)*	
	7.5	**Digital Content Production**	2
	7.6	**Digital Startup Growth Strategy**	2
	7.7	**Creativity & Innovation for Events**	2
	7.8	**Leadership Decision Making Strategies**	2
	7.9	**Event Production Management**	2
	7.1	**Managing Event Promotion & Sponsorship**	2
	7.11	**Commercial Copywriting**	2
	7.12	**Handling Media & Public Figures**	2
	Total		**15**

Semester 8: Final Project

KODE	No.	SUBJECT	CREDIT
IKB15	8.1	Thesis/Non-Thesis	6
	Total		**6**

KM-MK : **Kampus Merdeka - Merdeka Belajar**

: **Pertanyaan Kode Mata Kuliah**

SEMESTER 1	23	SKS
SEMESTER 2	21	SKS
SEMESTER 3	20	SKS
SEMESTER 4	21	SKS
SEMESTER 5	24	SKS
SEMESTER 6	15	SKS
SEMESTER 7	15	SKS
SEMESTER 8	6	SKS
TOTAL	**145**	**SKS**

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