Communication & Business Institute
The Leading Graduate School of Communication & Business

PUBLIC RELATIONS & DIGITAL COMMUNICATION CURRICULUM

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
KOM01	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
KOM2	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
COMM7	2.9	International Relations Studies : Diplomacy & Negotiation skills	2
	Total		**21**

Semester 3 : The Principles of PR & Digital Communication

KODE	NO	SUBJECTS	CREDIT
IKB07	3.1	EBC I : Basic Business English Skills	2
NAS2	3.2	Religious instruction	2
COMM08	3.3	Basic Design & Desktop Publishing	2
COMM09	3.4	Photography Communication : Production & Post Production	2
PRDC01	3.5	**Public Relations Strategic Planning I: Internal & External Communication**	3
PRDC02	3.6	**Event Management**	3
PRDC03	3.7	**Etiquette, Protocol & MC**	3
KOM03	3.8	Intercultural Communication	3
	Total		**20**

Semester 4 : The Essentials of PR & Digital Communication

KODE	NO	SUBJECTS	CREDIT
IKB08	4.1	EBC II : Advanced Business English Skills	2
IKB09	4.2	Language Selection (Mandarin, French, & German)	2
COMM10	4.3	Principles of Management Communications	3
COMM11	4.4	Sociology of Communication & Cultural Anthropology	3
PRDC04	4.5	**Writing For Public Relations I : Releases, Articles, News & Speeches**	3
PRDC05	4.6	**PR Strategies & Tactics I : Images, Reputation & Branding**	3
PRDC06	4.7	**Media Relations Management : Digital & Conventional**	2
KOM04	4.8	Professional Studies & Personal Branding : Business Ethics & Manners	3
	Total		**21**

Semester 5 : Advance of PR & Digital Communication

KODE	NO	SUBJECTS	CREDIT
IKB10	5.1	Social Statistics	3
KOM05	5.2	**Communication Research Methods I : Quantitative**	3
PRDC07	5.3	**Corporate Social Responsibility & Community Relations**	3
PRDC08	5.4	**Crisis Communication Tactics : Handling Issues & Trends in PR**	3
PRDC09	5.5	**Business Intelligence : Big Data & Analysis**	3
PRDC10	5.6	**PR Strategies & Tactics II : Research & Evaluation**	3
KOM6	5.7	Human Communication & Interpersonal Skills : Behavioural Studies	3
	Total		**21**

Semester 6 : PR & Digital Communication Project

KODE	No.	SUBJECT	CREDIT
	6.1	**PR & Communication Projects**	**15**
PRDC11		**a. PR for Creative Industry**	3
PRDC12		**b. Creative Production & Publicity**	3
PRDC13		**c. Public Relations Communication Technique**	3
IKB11		**d. Community Development in PR & Digital Communication**	3
PRDC14		**e. Public Relations Program & Evaluation**	3
IKB12	6.2	Communication Research Methods II : Qualitative	3
	Total		**18**

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	**Writing for Public Relations II : Narration, stories, web, blog, social media & production)**	2
	7.4	**Public Relations Strategic Planning II : Practical Approach**	2
		OPTIONAL *(min. 4 subject, total max. 8 SKS)*	**15**
	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 / Project.	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	21	SKS
SEMESTER 6	18	SKS
SEMESTER 7	15	SKS
SEMESTER 8	6	SKS
TOTAL	**145**	**SKS**

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