CURRICULUM PUBLIC RELATIONS & COMMUNICATION STUDIES

Semester 1

Term 1

NO	SUBJECTS	CREDIT
1.1	Principles of Public Relations : The Role of PR & Ethics	3
1.2	International Relations Studies : Diplomacy & Negotiation skills	2
1.3	Introduction to Communication Studies & Theories	3
1.4	Principles of Marketing Communication : Market Research & Analysis	3
Total		**11**

Term 2

NO	SUBJECTS	CREDIT
1.5	Indonesian Language & Scientific Writing	2
1.6	GE I : Basic General English Skills	2
1.7	The Basics of Entrepreneurship	2
1.8	Indonesian Legal System	2
Total		**8**

Semester 2

Term 3

NO	SUBJECTS	CREDIT
2.1	Business Ethic & Administration	3
2.2	Information Communication Technology : IOT, AI, AR & 3D	2
2.3	National Heroism: Character Building LSPR 10 Pillars	2
2.4	Indonesian State Philosophy	2
2.5	Mass Media Communication	**3**
Total		**12**

Term 4

NO	SUBJECTS	CREDIT
2.6	Digital Content Production	3
2.7	Indonesian Communication System : History, Media & Culture	3
2.8	GE II: Advanced General English Skills	2
2.9	Logic & Science Philosophy	2
Total		**10**

Semester 3

Term 5

No.	SUBJECT	CREDIT

Term 6

NO	SUBJECTS	CREDIT

3.1	EBC I : Basic Business English Skills	2		3.5	Intercultural Communication	2
3.2	Religious instruction	2		3.6	Basic Design & Desktop Publishing	2
3.3	Photography Communication : Production & Post Production	3		3.7	**Event Management**	3
3.4	**Public Relations Strategic Planning I: Internal & External Communication**	3		3.8	**Etiquette, Protocol & MC**	3
	Total	**10**			**Total**	**10**

Semester 4						
Term 7				**Term 8**		
No.	**SUBJECT**	**CREDIT**		**NO**	**SUBJECTS**	**CREDIT**
4.1	Language Selection (Mandarin, French, German & Spanish)	2		4.5	Principles of Management Communications	3
4.2	EBC II : Advanced Business English Skills	2		4.6	Professional Studies & Personal Branding : Business Ethics & Manners	3
4.3	Sociology of Communication & Cultural Anthropology	3		4.7	**PR Strategies & Tactics I : Images, Reputation & Branding**	3
4.4	**Writing For Public Relations I : Releases, Articles, News & Speeches**	3		4.8	**Media Relations Management : Digital & Conventional**	2
	Total	**10**			**Total**	**11**

Semester 5					
Term 9			Term 10		
No.	SUBJECT	CREDIT	NO	SUBJECTS	CREDIT
5.1	Communication Research Methods I - Quantitative	3	5.5	Social Statistics	3
5.2	**Corporate Social Responsibility & Community Relations**	3	5.6	Human Communication & Interpersonal Skills : Behavioural Studies	3
5.3	**Crisis Communication Tactics : Handling Issues & Trends in PR**	3	5.7	Public Speaking & Persuasive Communication	3
5.4	**Business Intelligence : Big Data & Analysis**	3	5.8	**PR Strategies & Tactics II : Research & Evaluation**	3
	Total	**12**		**Total**	**12**

Semester 6					
Term 11			Term 12		
No.	SUBJECT	CREDIT	NO	SUBJECTS	CREDIT
6.1	**PR & Comm. Projects**	**12**		**d. Community Development in PR & Digital Communication**	3
	a. PR for Creative Industry	3		**e. Public Relations Program & Evaluation**	3
	b. Creative Production & Publicity	3	6.2	**Communication Research Methods II - Qualitative**	3
	c. Public Relations Communication Technique	3		**Total**	**9**
	Total	**9**			

	Semester 7	
No.	SUBJECT	CREDIT
7.1	Seminar on Research Proposal	3
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 Startup Growth Strategy**	2
7.6	**Creativity & Innovation for Events**	2
7.7	**Leadership Decision Making Strategies**	2

Semester 8		
No.	SUBJECT	CREDIT
8.1	Thesis/Non-Thesis	**6**
	Total	**6**

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	SKS	**Prepared by: Prodi**
SEMESTER 2	22	SKS	**Checked by: Dekanat**
SEMESTER 3	20	SKS	**Verified by: Rektorat**
SEMESTER 4	21	SKS	**Approved by: CEO**
SEMESTER 5	24	SKS	
SEMESTER 6	18	SKS	
SEMESTER 7	15	SKS	
SEMESTER 8	6	SKS	
TOTAL	**145**	**SKS**	