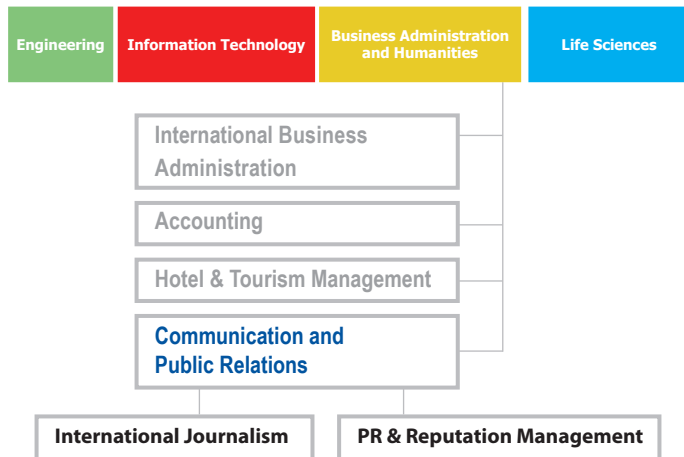


Faculty of Business Administration and Humanities - Communication and Public Relations

**Our commitment to Excellence**

SWISS GERMAN UNIVERSITY (SGU) was founded in the year 2000, and is dedicated to providing high-quality education in line with international standards. SGU is established as an institution that has a long-term commitment in Indonesia.

Educating future professionals, thinkers and leaders, SGU builds on the tradition of Swiss and German excellence in business and education. Focussing on interactive learning, developing leadership skills and global competitiveness, the programs at SGU enable students to successfully compete with local and overseas graduates. The practical training and internships in Indonesia and abroad provide a competitive edge for SGU students in their future careers.



**Your Pathways to Exciting Careers in Communications**

SGU’s innovative Communication Science programme combines the study of media, communication and culture with the opportunity to gain knowledge and skills in one of the fastest-growing global economies. At SGU we provide two concentrations in Communication Science that prepare students for a broad range of exciting career opportunities: **Public Relations and Reputation Management**, and **International Journalism**.

After the first three semesters with compulsory introductory subjects and orientation activities such as practical training and workshops, the students can decide on the concentration that they are interested in; either Public Relations and Reputation Management or International Journalism. The internship in the 6th semester gives students the opportunity to experience an intercultural working environment at first-class companies in Germany, Switzerland, or elsewhere in the world.

The subjects in our Communication Science Programme are taught by excellent faculty members from Indonesia and abroad, who all have comprehensive experience in international

businesses and education. Our uniquely productive intercultural learning environment offers students ideal conditions to prepare for their professional career.



Enjoy a uniquely productive intercultural learning environment.

**Preparing for Changes in the Communication Business**

Nowadays, **Public Relations** has expanded into a strategic communication process that includes image building, branding and reputation, effective conflict and crisis management, integrated communication strategies, marketing and advertising, policy and decision making, and relationships and networks with multiple internal and external stakeholders. At SGU, we prepare students to successfully plan, implement and evaluate public relations strategies in international and multicultural contexts.

In this global era, **Journalism** has become much more than just collecting, writing, editing, and presenting news or news articles in the print, broadcast and online media. The concentration, International Journalism, at SGU is geared towards the global shifts in the journalism industry by integrating different forms of journalism practice within a framework of technological, political and cultural change. Our graduates in International Journalism will enter the job market as rounded, professional journalists, equipped with knowledge in areas outside journalism such as international economics, politics, culture and sociology

**Our Networks for Your Success**

Through our co-operation with reputable local and international businesses and institutions, students have the opportunity to complete practical training and internships as well as employment opportunities. Furthermore, in co-operation with our partner universities in Germany, a double degree (Indonesian degree and German degree) is offered to qualified students.

Communication and Public Relations Curriculum (academic year 2011) 