

Faculty of Social Sciences - Communication and Public Relations

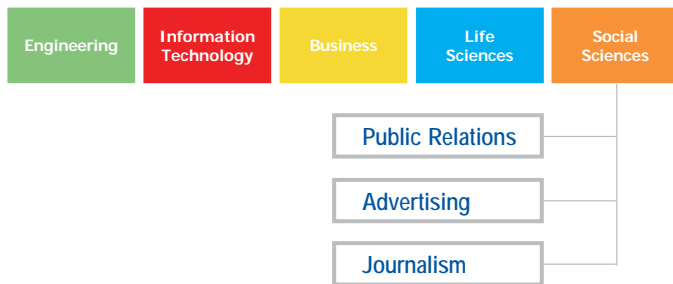
Introduction

Our Commitment to Excellence

SWISS GERMAN UNIVERSITY – SGU was established in 2000. Dedicated to delivering quality education in line with international standards, SGU is established as an international institution with a long-term commitment in Indonesia.

SGU aims to develop skilled professionals to fulfill the need for qualified graduates in order to strengthen links between different cultures.

SGU offers courses which combine both theoretical and practical training through internship.



The Key to an Exciting Career

Communications is one of nine top future professions. Communications involves public relations, political and social communication, business communication, advertising, media production, and journalism.

The Department of Communication and Public Relations of the Faculty of Social Sciences at Swiss German University prepares communication professionals that meet the demands and challenges in today's environment.

The department of Communication and Public Relations opens the door to a new and exciting area of study. In this department you will gain skills in key areas of communication:

- To analyze, produce, and manage messages for targeted audiences.
- Plan, implement and manage media strategies.



Why study Communications at Swiss German University?

The Department offers courses with a mix of technical knowledge and theory plus practical experience in three concentrations: public relations, advertising, and journalism.

The courses have been designed to be rigorous and relevant to industry, all within international and multicultural communication contexts.



It also includes :

- A multinational community of faculty members from Europe and Asia.
- A focus on intercultural and multinational case studies in communication.
- A close relationship with business and industry communities at national and global level.

Successful graduates can look forward to starting a career in these areas:

- Public Relations
- Journalism
- Advertising & Marketing
- Media & Broadcasting
- Training

SGU Networking

Students are welcome to take advantage of the cooperation SGU has established with the following companies:

- Indosat
- The Jakarta Post
- TransTV
- Alcatel-Lucent Indonesia
- O-Channel
- PT Intermatrix Communication
- Fortune PR Strategic Communication
- Ritz Carlton
- LOWE
- CLS Communication Zurich
- SOEST - Marketing

Comm. & Public Relations Curriculum (academic year 2009) 