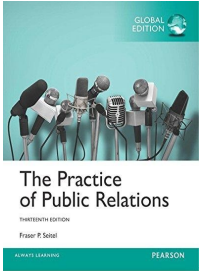

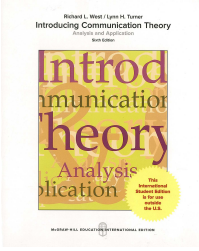

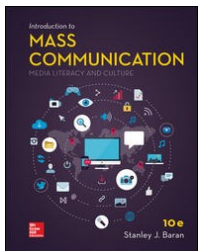
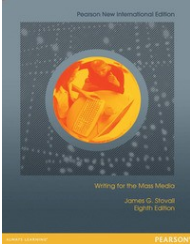
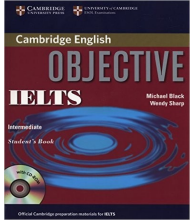



**List of Coursebooks – Bachelor's Degree Programme - 1<sup>st</sup> Semester  
Faculty of Business Administration & Humanities, Department of Communication  
and Public Relations - 2018/2019**

	<b>Subject</b>	<b>Book</b>	<b>Notes</b>	<b>Notes</b>
	Introduction to Public Relation	The practice of public relations, 13e Seitel Pearson ISBN 9781292160054	Rp. 310.000	Adopted since April 2016
	Introduction to Journalism	Writing and reporting news: a coaching method, 8e Rich Cengage ISBN 9781305077331	Available on demand	Adopted since April 2016
	Communication History & Theory	Introducing communication theory, 6e West McGraw-Hill ISBN 9781259922138	Rp. 520.000	Adopted since September 2010
	Integrated Marketing Communication	Integrated Marketing Communications Duncan McGraw-Hill ISBN 9780077111205	Rp. 370.000	Adopted since April 2017
	Mass Communication	Introduction to mass communication, 10e Baran McGraw-Hill ISBN 9781260092363	Rp. 420.000	Adopted since September 2010

	<p>Basic &amp; Narrative Writing</p>	<p>Writing for mass media, 8e Stovall Pearson ISBN 9781292040714</p>	<p>Rp. 460.000</p>	<p>Adopted since September 2010</p>
	<p>English for Global Communication 1</p>	<p>Objective IELTS Intermediate Student's Book with CD ROM Black Cambridge ISBN 9780521608824</p>	<p>Rp. 460.000</p>	<p>Adopted since April 2016</p>
	<p>German Language &amp; Culture 1</p>	<p>Berliner platz 1. Neu Lehr- und Arbeitsbuch. Mit 2 CD's Lemcke Langenscheidt ISBN 9783126060257</p>	<p>Rp. 350.000</p>	<p>Adopted since June 2012</p>
<p><b>Total</b></p>			<p><b>Rp. 2.890.000,-</b></p>	