

FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES
DEPARTMENT OF COMMUNICATION & PR

Semester 1			Semester 2		
Course	SKS	ECTS	Course	SKS	ECTS
English 1	2	3	Ethics and Religious Philosophy	2	3
Introduction to PR	4	6	English 2	2	3
Introduction to Journalism	4	6	Media Psychology	3	4
Communication History and Theory	3	4	Media Sociology	3	4
Basic and Narrative Writing	3	4	Photography	3	4
Mass Communication	3	4	Business Communication	2	3
Integrated Marketing Communication	3	4	Media Management	4	6
			PR Management	4	6
Total mandatory	22	31	Total mandatory	23	33
Extracurricular Courses			Extracurricular Courses		
German Language and Culture 1	2		German Language and Culture 2	2	
Mandarin Language and Culture 1	2		Mandarin Language and Culture 2	2	
TOTAL	26	331	TOTAL	27	33

Semester 3			Semester 4		
Course	SKS	ECTS	Course	SKS	ECTS
Internship 1 (Indonesia)	3	18	Pancasila and Civic	3	4
Interpersonal Communication	3	4	English 3	2	3
Organizational Communication	3	4	Communication Research	3	4
Corporate Communication	3	4	Political Communication	3	4
Creative and Critical Thinking	2	3	Intercultural Communication	3	4
			Media Production	3	4
			Project Management and Leadership	3	4
			Communication Technology	3	4
Total mandatory	14	33	Total mandatory	23	31
			Extracurricular Courses		
			German Language and Culture 3	4	
			Mandarin Language and Culture 3	4	
TOTAL	14	33	TOTAL	31	31

Semester 5			Semester 6		
Course	SKS	ECTS	Course	SKS	ECTS
Indonesian Language	2	2	Internship 2 (abroad)	6	30
English 4	2	3			
Event Management	3	4			
Communication Research Statistics	3	4			
Advanced Audio/Video Project	3	4			
Rhetoric and Public Speaking	3	4			
Business Law	3	4			
Elective subject 1	3	4			
Total mandatory	22	29	Total mandatory	6	30
Extracurricular Courses					
German Language and Culture 4	4				
Mandarin Language and Culture 4	4				
TOTAL	30	29	TOTAL	6	30

Semester 7			Semester 8		
Course	SKS	ECTS	Course	SKS	ECTS
English 5	2	3	Oral Final Study Examination (OFSE)	3	4
Reputation Management	3	4	Thesis	6	15
Multi-Media Design	3	4	Communication Audit	3	4
Research Methodology	2	3			
Entrepreneurship	3	4			
Social Development and Media Ethics	3	4			
Elective subject 2	3	4			
Elective subject 3	3	4			
Total mandatory	22	30	Total mandatory	12	23
Total	22	30	Total	12	23

Elective subjects (Semester 5)			Elective subjects (Semester 7)				
Elective 1	Corporate Social Responsibility	3	4	Elective 2	PR Techniques and Strategies	3	4
	International PR	3	4		Writing for PR	3	4
	Photo Journalism	3	4		PR Research	3	4
	Interviewing Principles and Practices	3	4		Conflict and Crisis Management	3	4
				Elective 3	Broadcast Journalism	3	4
					Writing for Journalism	3	4
					Print and Online Journalism	3	4
					Media Research	3	4