

1. Mampu menginterpretasikan pengembangan dan implementasi ICT dalam bidang komunikasi strategis, berdasarkan pemikiran logis, kritis, sistematis, dan inovatif. (C2)
2. Mampu mengidentifikasi permasalahan komunikasi strategis dengan menggunakan teori-teori dasar komunikasi. (C2)
3. Mampu melakukan riset, membuat perencanaan strategi dengan memanfaatkan berbagai macam channel dalam dunia multimedia dalam bidang komunikasi strategis. (C3)
4. Mampu mengimplementasikan ide-ide kreatif dan menjalankan produksi melalui berbagai channel dalam industri komunikasi strategis. (C3)
5. Mampu menganalisis permasalahan etika, kasus khusus, dan isu global dalam industri komunikasi strategis (C4)
6. Mampu menafsirkan perubahan industri dan lingkungan komunikasi strategis dengan menjadi lifelong learner. (C5)
7. Mampu menyelesaikan masalah komunikasi yang dihadapi oleh masyarakat sesuai dengan norma hukum, norma sosial, dan etika yang berlaku. (C3)
8. Mampu berkolaborasi dengan program studi dan cabang ilmu lain untuk memperkuat hal terkait teknis eksekusi program komunikasi (C6)

Expected Learning Outcome and Bloom's Taxonomy Level

	Expected Learning Outcome	Bloom's Taxonomy Level
1	Able to interpret the development and implementation of ICT in the field of strategic communication, based on logical, critical, systematic, and innovative thinking. (C2)	Cognitive/Understanding
2	Able to identify strategic communication problems by using basic communication theories. (C2)	Cognitive/Understanding
3	Able to conduct research, do strategic planning by utilizing various channels in the world of multimedia in the field of strategic communication. (C3)	Cognitive/Applying
4	Able to implement creative ideas and run production through various channels in the strategic communication industry. (C3)	Cognitive/Applying
5	Able to analyze ethical issues, special cases, and global issues in the strategic communication industry (C4)	Cognitive/Analysing
6	Able to interpret changes in the	Cognitive/Evaluating

	industry and the strategic communication environment by becoming a lifelong learner. (C5)	
7	Able to resolve communication problems faced by the community in accordance with applicable legal norms, social norms, and ethics. (C3)	Cognitive/Applying
8	Able to collaborate with study programs and other branches of science to strengthen matters related to technical execution of communication programs (C6)	Cognitive/Creating

MATRIKS EXPECTED LEARNING OUTCOMES DENGAN MATA KULIAH

EXPECTED LEARNING OUTCOMES									
Mata Kuliah		1	2	3	4	5	6	7	8
UM122	English 1					v			v
UM152	Agama					v		v	
UM162	Pancasila					v		v	
FK100	Introduction to Communication Science		v						
FK110	Critical & Creative Thinking	v			v				

FK111	Creative Writing & Storytelling				V				
FK116	Communication & Technology	V					V		
FK114	Digital Photography				V				
SC150	Business Principles		V				V		
SC252	Business English					V			V
UM163	Civic					V		V	
FK205	Bahasa Indonesia for Communication				V				V
FK201	Communication Theory		V						
SC253	Design Thinking		V		V			V	V
SC254	Introduction to Public Relations	V	V				V		
SC255	Introduction to Advertising	V	V				V		
FK215	Digital Videography				V				V
FK303	Mass Communication & Popular Culture		V	V			V		
FK302	Interpersonal Communication Skills		V			V			

FK304	Sociology of Communications		V			V	V		
SC351	Intercultural Communication		V			V	V	V	
SC356	Strategic Communication for Sustainable Organizations	V	V				V		
SC370	IMC & Advertising Management	V	V	V			V		V
SC372	Brands & Branding	V	V			V			
SC380	Multimedia Laboratory				V				V
FK412	Ethics & Communication Philosophy		V			V		V	
SC457	Political Communication		V			V		V	V
SC471	Media Planning & The Consumer Journey			V	V				
SC481	Digital Strategic Communication & Data Analytics	V		V	V				V
SC473	Marketing Public Relations		V		V		V		
SC459	Public Speaking & Presentation Skills						V		V
SC475	Media Relations & Media Ethics					V		V	V

SC658	International Communication & Global Issues					V	V		
FK513	Academic Writing			V	V				
FK517	Statistics for Social Science		V	V					
SC560	Communication Research Methods 1		V	V					
SC574	Direct Marketing & Customer Relationship Management		V			V	V		
SC576	Crisis Communication					V	V	V	
SC577	Special Event & Brand Activation		V		V				V
SC779	Strategic Communication Research		V	V					
SC661	Communication Research Methods 2		V	V					
SC678	Corporate Social Responsibility & Social Marketing		V			V	V	V	
SC683	Sociopreneurship						V	V	V
SC684	Media Production & Channel Management				V				V

SC690	Special Topics: Campaign for Tourism & Hospitality			V	V				V
SC691	Special Topics: Campaign for People & Politics			V	V				V
SC692	Special Topics: Campaign for Consumer Products			V	V				V
SC767	Internship	V	V	V	V	V	V	V	V
SC762	Research Proposal Seminar in Communication Science		V	V					
SC763	Research Proposal Seminar in Strategic Communication		V	V					
SC764	Seminar for Project Based Thesis		V	V	V				
PR500	Public Relations Management		V			V	V		
PR501	Corporate Communication Management		V			V	V		
PR502	Public Opinion & Advocacy					V		V	V
PR503	Reputation Management					V	V	V	
PR504	Writing for Public Relations			V	V				

PR605	Community Relations & Engagement					V	V	V	V
PR606	Investor & Government Relations		V	V			V		V
PR607	Employee Relations		V				V	V	
MC500	Visual Communication & Literacy				V				V
MC501	Growth Hacking	V	V	V	V				
MC502	B2B & Corporate Advertising						V		V
MC503	Account Planning & Management		V	V					
MC504	Art, Copywriting & Creative Strategy				V				V
MC605	Advertising Business						V		V
MC606	Promotion Management		V	V					
MC607	Personal Selling & Support Media			V		V		V	