

Programme Structure (programme regulations)

Program Code (Dikti):		70201			
Program Title:		Ilmu Komunikasi			
Award Type:		Sarjana Komunikasi			
Award Title:		S. I. Kom			
Mode of Attendance:		Fulltime			
Length:		4 years			
Year	Period of Study	Unit Code	Unit Title	Unit Status	Credits
Year 1	Semester 1	UM122	English 1	Compulsory	2
		UM152	Agama	Compulsory	2
		UM162	Pancasila	Compulsory	2
		FK100	Introduction to Communication Science	Compulsory	3
		FK110	Critical & Creative Thinking	Compulsory	2
		FK111	Creative Writing & Storytelling	Compulsory	3
		FK116	Communication & Technology	Compulsory	2
		FK114	Digital Photography	Compulsory	2
	Semester 2	SC150	Business Principles	Compulsory	2
		SC252	Business English	Compulsory	3
		UM163	Civic	Compulsory	2
		FK205	Bahasa Indonesia for Communication	Compulsory	2
		FK201	Communication Theory	Compulsory	3
		SC253	Design Thinking	Compulsory	2
		SC254	Introduction to Public Relations	Compulsory	3
		SC255	Introduction to Advertising	Compulsory	3
Year 2	Semester 3	FK215	Digital Videography	Compulsory	3
		FK303	Mass Communication & Popular Culture	Compulsory	3
		FK302	Interpersonal Communication Skills	Compulsory	3

CENDERA RIZKY ANUG..., 3/1/20 06.56

Deleted:

... [1]

		FK304	Sociology of Communications	Compulsory	2
		SC351	Intercultural Communication	Compulsory	3
		SC356	Strategic Communication for Sustainable Organizations	Compulsory	3
		SC370	IMC & Advertising Management	Compulsory	3
		SC372	Brands & Branding	Compulsory	3
		SC380	Multimedia Laboratory	Compulsory	3
	Semester 4	FK412	Ethics & Communication Philosophy	Compulsory	3
		SC457	Political Communication	Compulsory	2
		SC471	Media Planning & The Consumer Journey	Compulsory	3
		SC481	Digital Strategic Communication & Data Analytics	Compulsory	3
		SC473	Marketing Public Relations	Compulsory	3
		SC459	Public Speaking & Presentation Skills	Compulsory	3
		SC475	Media Relations & Media Ethics	Compulsory	3
		SC658	International Communication & Global Issues	Compulsory	2
Year 3	Semester 5	FK513	Academic Writing	Compulsory	2
		FK517	Statistics for Social Science	Compulsory	3
		SC560	Communication Research Methods 1	Compulsory	3
		SC574	Direct Marketing & Customer Relationship Management	Compulsory	3
		SC576	Crisis Communication	Compulsory	3
		SC577	Special Event & Brand Activation	Compulsory	3

		PR500	Public Relations Management	Electives: Select 6 credits for Public Relations Concentration	3
		PR501	Corporate Communication Management		3
		PR502	Public Opinion & Advocacy		3
		PR503	Reputation Management		3
		PR504	Writing for Public Relations		3
		MC500	Visual Communication & Literacy	Electives: Select 6 credits for Marketing Communication Concentration	3
		MC501	Growth Hacking		3
		MC502	B2B & Corporate Advertising		3
		MC503	Account Planning & Management		3
		MC504	Art, Copywriting & Creative Strategy		3
	Semester 6	SC779	Strategic Communication Research	Compulsory	3
		SC661	Communication Research Methods 2	Compulsory	3
		SC678	Corporate Social Responsibility & Social Marketing	Compulsory	3
		SC683	Sociopreneurship	Compulsory	3
		SC684	Media Production & Channel Management	Compulsory	3
		SC690	Special Topics: Campaign for Tourism & Hospitality	Compulsory Electives: Select 3 credits	3
		SC691	Special Topics: Campaign for People & Politics		3
		SC692	Special Topics: Campaign for Consumer Products		3
		PR605	Community Relations & Engagement	Electives: Select 3 credits	3
		PR606	Investor &		3

			Government Relations		
		PR607	Employee Relations		3
		MC605	Advertising Business	Electives: Select 3 credits	3
		MC606	Promotion Management		3
		MC607	Personal Selling & Support Media		3
Year 4	Semester 7	SC767	Internship	Compulsory	4
		SC762	Research Proposal Seminar in Communication Science	Compulsory Electives: Select 3 credits	3
		SC763	Research Proposal Seminar in Strategic Communication		3
		SC764	Seminar for Project Based Thesis		3
	Semester 8	SC865	Thesis	Compulsory	6
		SC866	Project Based Thesis	Electives: Select 6 credits	6
				Total	146 Credits