STUDY PROGRAM CURRICULUM
UNIVERSITAS MULTIMEDIA NUSANTARA

Drafting Team

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CURRICULUM OF THE COMMUNICATION SCIENCE STUDY PROGRAM

A. Profile

Undergraduate Program in Communication Science (UPCS) is the first study program that has existed since UMN was founded. Previously, UPCS had two majors, namely Journalism and Public Relations. However, since 2016, the major in Journalism has developed into a separate and independent study program, while the major in Public Relations has been expanded to a Major in Corporate Communication. In the same year, UPCS also formed a Major in Marketing Communications. In September 2016, UPCS received a study program accreditation from BAN-PT (National Accreditation Agency for Higher Education/NAAHE) with an outstanding result (A).

In order to improve the quality of education, faculties and study programs conduct external benchmarks by participating in the AUN- QA (ASEAN University Network-Quality Assessment) certification in 2021. The Communication Science Study Program has succeeded in meeting all international quality standards set by AUN-QA. In the same year, the Communication Science study program succeeded in maintaining the accreditation from BAN-PT with an outstanding result (A).

UPCS has designed a curriculum of 144 credits that students can complete in eight semesters. UPCS focuses on Strategic Communication, especially in Marketing Communication and Corporate Communication. Complete this study, it requires creativity and innovation skills, from the planning process, and analysis to implementation and evaluation in various forms of digital media in the communication industry. This need led UPCS to initiate a collaborative learning model that was

supported by special classes to develop student skills in collaboration, teamwork and problem- solving.

B. Career Prospects and Opportunities

Graduates in Communication Science Study Program can pursue careers in the fields of communication as follows: Public Relations Executive, Public Relations Manager, Public Relations Consultant,

Brand Manager, Corporate Communication officer, Public Speaker, Negotiator, Digital Marketer, Social Media Specialist, Media Relations officer, Researcher in Communication Science, Account Executive, Media Planner, Strategic Planner, Copywriter, Digital Content Writer, Creative Advertising, Event Planner, Marketing Communication officer, Community Relations officer, Entrepreneurs, etc.

C. MBKM – Merdeka Belajar Kampus Merdeka

The communication Science Study Program implements five kinds of MBKM learning activities. They are:

1. Internship track 1
2. Internship track 2
3. Student exchange
4. Humanity Project
5. Research track 2

1. Academic Requirements

   Students can join the MBKM program with the following academic requirements:

   a. Active students at least in semester 5.
   b. Students have completed a minimum total of 90 credits.
   c. Have a minimum IPS of 2.5.

d. Especially for the Internship scheme (Track I and Track II), there are no D, E or F grades for all courses.

2. Administrative Requirements

a. Registered as an active student at Multimedia Nusantara University.
b. Pay the MBKM program credit fees.
c. Conducting Pra KRS by selecting the MBKM program scheme to be selected.
d. Conduct KRS by selecting the MBKM program scheme that has been selected during Pra KRS.
e. Track I internships are mandatory for students, while other schemes are optional.
f. You must fill out the form for each selected program at merdeka.umn.ac.id.
g. It is mandatory to list two activities as the first choice and the second choice, if the first choice passes, it will be a priority.
h. Following the selection process for each selected MBKM program.
i. Students are required to participate in the MBKM program for a minimum of 800 hours or 100 working days in each scheme

INTERNSHIP TRACK 1

SEMESTER 5					
MBKM INTERNSHIP 1					
No	**Code**	**Courses**	**Credits**	**Minimum Grade**	**Prerequisite**
1	MSC5600	Professional Business Ethics	3	C	Minimum 90 credits. Grades must be at least C; no D, E, F grades for all courses; FK100 (B); FK116 (C); FK201 (B); SC254 (B); SC255 (B)
2	MSC5601	Industry Experience	7	C	
3	MSC5602	Industry Model Validation	7	C	
4	MSC5603	Evaluation and Reporting	3	C	

1. MBKM Internship 1 is compulsory
2. Students can choose the Internship 1 scheme (20

credits) without taking other courses or by taking other courses if thereare remaining credits.

3. There is no face-to-face lecture in this scheme. All student activities will be carried out at the company/organization where the student interns.
4. The MBKM Internship 1 line cannot be combined with other lines.
5. Students who take the MBKM Internship 1 Path will take the Student Exchange Path or/and the Elective Course Path in the next semester (semester 6)

Internship Track 2

SEMESTER 7					
MBKM INTERNSHIP 2					
No	**Code**	**Courses**	**Credits**	**Minimum Grade**	**Prerequisite**
1	MSC7604	Academic Writing	3	C	Internship Track 1
2	MSC7605	Research for Communication Project	3	C	
3	MSC7606	Project Management	3	C	
4	MSC7607	Integrated Communications Management (Internship)	5	C	
5	MSC7608	Digital Creative Portfolio (Final Project Thesis)	6	C	

1. MBKM Internship 1 is an elective course
2. Students must be taking Internship 1 before continuing to Internship 2
3. Students can continue Internship 2 in the same organizations/company as on internship 1.
4. There is no face-to-face lecture in this scheme. All student activities will be carried out at the company/organization where the student interns.
5. The MBKM Internship 2 line cannot be combined with other lines.

HUMANITY PROJECT

SEMESTER 7					
MBKM HUMANITY PROJECT					
No	**Code**	**Courses**	**Credits**	**Minimum Grade**	**Prerequisite**
1	MSC 7625	Humanity Project (Capstone Project)	6	C	
2	MSC 7626	Problem identification and solving	4	C	
3	MSC 7627	Idea generation	3	C	
4	MSC 7628	Project validation	4	C	
5	MSC 7629	Monitoring & evaluation	3	C	
6	MSC 7630	Seminar Proposal for Humanity Project	2	C	

Research Track 2

SEMESTER 7					
No	**Code**	**Courses**	**Credits**	**Minimum Grade**	**Prerequisite**
MBKM RESEARCH TRACK 2					
1	MSC 7631	Research on Special Topic (Capstone Project)	6	C	
2	MSC 7632	Research Methodology Implementation	4	C	
3	MSC 7633	Research Evaluation	4	C	
4	MSC 7634	Scientific Publication	3	C	
5	MSC 7636	Reporting and Evaluation	3	C	
6	MSC 7635	Seminar Proposal for Research Project	2	C	

STUDENT EXCHANGE

MBKM Student Exchange					
No	**Code**	**Courses**	**Credits**	**Minimum Grade**	**Prerequisite**
1	MSC 901	Contemporary Issues in Communication	2	C	
2	MSC 902	Interdisciplinary Studies 1 (Social and Political Sciences)	3	C	
3	MSC 903	Interdisciplinary Studies 2 (Business and Management Science	3	C	
4	MSC 904	Interdisciplinary Studies 3 (Area Studies Sciences)	3	C	
5	MSC 905	Interdisciplinary Studies 4 (Art and Humanities Sciences)	3	C	
6	MSC 906	Interdisciplinary Studies 5 (Science, Technology, Engineering, Math – STEM Studies)	3	C	

If there are students who fail in the MBKM program session, then the student concerned will get a D grade and must take the KRS evaluation course according to the MBKM program scheme in the following semester.

D. Graduate Profile

1. Professionals in the field of corporate communication and marketing communication who understand the development of technology (ICT) and are responsible for developing, implementing, monitoring, and evaluating communications strategy in order to support the communication objectives and maximize positive exposure in national and international markets.
2. Professionals in the communication field who create and maintain a favorable public image for their employer or client by communicating programs, accomplishments, and points of view. Also,

responsible for planning and creating content for print, reviews, product descriptions, and digital media.

3. Professionals in the communication field who are responsible for planning, implementing, and monitoring the company's strategy in order to increase brand awareness, improve Marketing efforts and increase or maintain images through various communication platforms.
4. Professionals and or researchers in the field of corporate communication and marketing communication who plan and conduct market/audience research based on methodology, recording, and analyzing data.
5. Entrepreneurs who are able to manage work, make the right decisions, and be responsible for the results of teamwork achievement, and are able to develop ICT-based entrepreneurship in the field of communication.

E. Expected Learning Outcome

UPCS' Expected Learning Outcomes (ELO) are prepared based on the UMN Vision and Mission. Then, the vision and mission are aligned with those of the Faculty of Communication Sciences (FIKOM) and UPCS. ELO is expected to produce profiles of UPCS graduates who have basic competencies in the field of communication who are able to study, analyze, and solve global and current communication issues; have professional skills in the field of communication creatively and innovatively; have the ability to "life-long learning" to be able to adapt to the needs and developments of the times and the environment. By having this profile, graduates have the opportunity to become professionals in the field of strategic communication, researchers in the field of strategic communication, consultants in the field of strategic communication, and also become academics.

The communication Science Study Program has 10 (ten) Expected Learning Outcomes (ELO), namely:

1. Able to become skilled professionals and lifelong learners who have a noble character based on the value of religiosity.
2. Able to respond to and understand communication problems by using theories and methods of communication research based on logical, critical, and systematic thinking.
3. Able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society.
4. Able to apply creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international perspective
5. Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise.
6. Able to evaluate the work, make the right decisions, and be responsible for the results of group work achievement
7. Able to collaborate with another discipline of science to strengthen the technical execution of communication activities
8. Able to create research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.
9. Able to produce works in the field of communication based on the results of data analysis and ICT skills
10. Able to create an ICT-based entrepreneurship program in the field of communication.

Each ELO is structured based on specific skills in the strategic communication area as well as general skills. Communication-specific skills relate to the use of IT in strategic communication while general skills include identifying and analyzing problems in a logical, critical, systematic, and innovative frame of mind.

F. Distribution of Courses per Semester

The Communication Science Study Program curriculum is always tailored to the needs of graduate users. The curriculum is also adjusted to the university's vision and mission which is characterized by ICT and has an international outlook. The curriculum is also designed to give students the opportunity to choose a minor program that provides two majors.

Broadly speaking, ELO reflects aspects of knowledge, attitudes, and skills. The knowledge aspect consists of general knowledge (theories of communication science) and special knowledge (entrepreneurship and multimedia), while the attitude aspect consists of personal attitudes and societal attitudes. The skills aspect consists of general skills (personal skills, leadership, and

collaboration) and specific skills (research in the field of communication science, professionalism, entrepreneurship).

The curriculum is designed for a study period of four years and is made in stages and continuously. Feedback and curriculum design is an ongoing process as part of the evaluation of the curriculum and its conformity to the ELO.

The first year emphasizes the aspects of attitude and general knowledge. The second year emphasizes the aspects of basic applied communication science and begins to enter specific knowledge of basic applied communication.

The third year focuses on aspects of special knowledge and special skills that are tailored to the interests and talents of students. The fourth year focuses on aspects of specific skills that are applied directly through professional, entrepreneurial, and research activities.

The curriculum structure is shown as courses that are distributed according to the following table.

Regular Path

Semester 1

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	UM122	English 1	2			Compulsory	4,8, 9, 13, 16, 17
2	UM152	Agama	2			Compulsory	3, 4, 5, 16, 17
3	UM162	Pancasila	2			Compulsory	9, 11, 13
4	MSC1000	Introduction to CommunicationScience	3			Compulsory	4, 9, 11
5	MSC1003	Communication and Personal Relationships	3			Compulsory	4, 9
6	MSC1101	Critical & Creative Thinking	2			Compulsory	4, 17
7	MSC1102	Introduction to Strategic Communication	3			Compulsory	1-17
8	MSC1103	Business Principles	3			Compulsory	1-17
TOTAL CREDIT SEMESTER 1			**20**				

Semester 2

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	UM163	Civic	2			Compulsory	9,11, 12, 13, 17
2	UM223	English 2	2			Compulsory	4, 8, 9, 11, 12, 17
3	MSC2002	Communication Ethics	3			Compulsory	9, 11, 13
4	MSC2104	Design Thinking	2			Compulsory	4, 9, 11
5	MSC2105	Strategic Communication for Organizations	3			Compulsory	4, 9
6	MSC2106	Bahasa Indonesia for Communication	3			Compulsory	4, 17
7	MSC2107	Introduction to Marketing Communications	3			Compulsory	1-17
8	MSC2108	Introduction to Corporate Communication	3			Compulsory	1-17
TOTAL CREDIT SEMESTER 2			**21**				

Semester 3

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	MSC3001	Interdisciplinary CommunicationFoundations	3			Compulsory	9,11, 12, 13, 17
2	MSC3008	Quantitative Communication ResearchMethods	3			Compulsory	4, 8, 9, 11, 12, 17
3	MSC3004	Intercultural Communication & Conflict Resolution	3			Compulsory	9, 11, 13
4	MSC3005	Effective Persuasive Communication	3			Compulsory	4, 9, 11
5	MSC3006	Global Communication & Popular Culture	3			Compulsory	4, 9
6	MSC3007	Media & Sociology	3			Compulsory	4, 17
TOTAL CREDIT SEMESTER 3			**23**				

Semester 4

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	MSC4009	Qualitative Communication ResearchMethods	3			Compulsory	9,11, 12, 13, 17
2	-	Elective Course	18				
TOTAL CREDIT SEMESTER 4			**21**				

Semester 5 (MBKM Internship Track 1)

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	MSC5600	Professional Business Ethics	3			Compulsory	9,11, 12, 13, 17
2	MSC5601	Industry Experience	7			Compulsory	4, 8, 9, 11, 12, 17
3	MSC5602	Industry Model Validation	7			Compulsory	9, 11, 13
4	MSC5603	Evaluation and Reporting	3			Compulsory	4, 9, 11
TOTAL CREDIT SEMESTER 5			**23**				

Semester 7

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	SC767	Internship (only for the class of 2016-2018)	4			Compulsory	9,11, 12, 13, 17
2	MSC7010	Research Proposal Seminar inCommunication Science	3			Compulsory	4, 8, 9, 11, 12, 17
3	MSC7204	Seminar for Project-Based Thesis	3			Compulsory	9, 11, 13
4	-	Elective Course	13				
TOTAL CREDIT SEMESTER 7			**23**				

Semester 8

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	MSC8011	Thesis	6			Compulsory	9,11, 12, 13, 17
2	MSC8205	Project Based Thesis	6			Compulsory	4, 8, 9, 11, 12, 17
TOTAL CREDIT SEMESTER 8			**12**				

Elective Courses

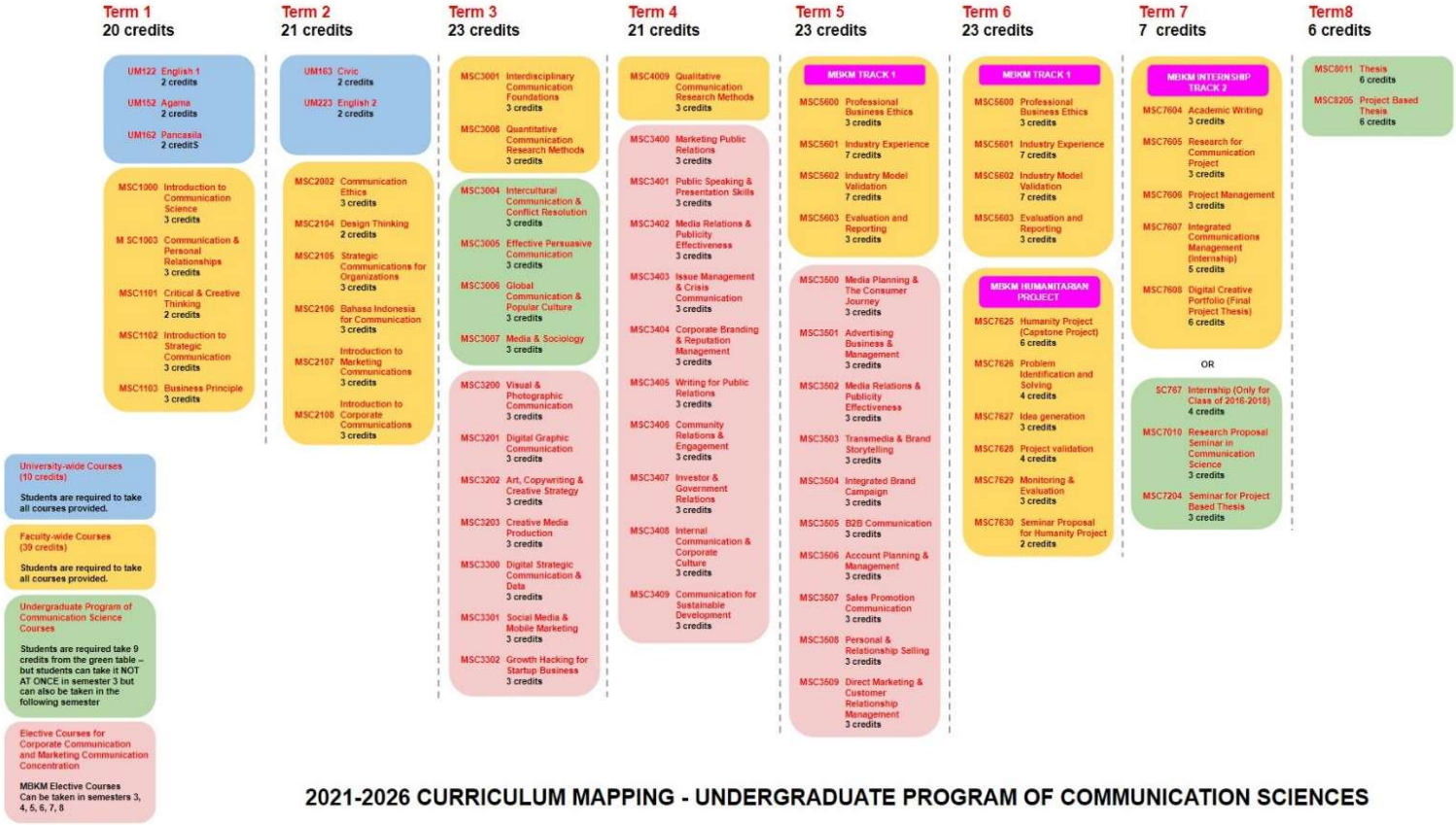
MBKM Elective Courses that can be taken in semester 3, 4, 5, 6, 7, 8

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
1	MSC3200	Visual & Photographic Communication	3	3		Elective	9,11, 12, 13, 17

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
2	MSC3201	Digital Graphic Communication	3	3		Compulsory	4, 8, 9, 11, 12, 17
3	MSC3202	Art, Copywriting & Creative Strategy	3			Compulsory	9, 11, 13
4	MSC3203	Creative Media Production	3			Elective	4, 9, 11
5	MSC3300	Digital Strategic CommunicationData Analytics	3	3		Elective	4, 9
6	MSC3301	Social Media & Mobile Marketing	3			Elective	4, 17
7	MSC3302	Growth Hacking for Startup Business	3	3		Elective	1-17
8	MSC3400	Marketing Public Relations	3			Elective	1-17
9	MSC3401	Public Speaking & Presentation Skills	3			Elective	1-17
10	MSC3402	Media Relations & Public Effectiveness	3			Elective	1-17
11	MSC3403	Issue Management & Crisis Communication	3			Elective	1-17

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
12	MSC3404	Corporate Branding & ReputationManagement	3			Elective	1-17
13	MSC3405	Writing for Public Relations	3			Elective	1-17
14	MSC3406	Community Relations & Engagement	3			Elective	1-17
15	MSC3407	Investor & Government Relations	3			Elective	1-17
16	MSC3408	Internal Communication & Corporate Culture	3			Elective	1-17
17	MSC3409	Communication for Sustainable Development	3			Elective	1-17
18	MSC3500	Media Planning & The Consumer Journey	3			Elective	1-17
19	MSC3501	Advertising Business & Management	3			Elective	1-17
20	MSC3502	Transmedia & Brand Storytelling	3			Elective	1-17
21	MSC3503	Special Event & Brand Activation	3			Elective	1-17
22	MSC3504	Integrated Brand Campaign	3			Elective	1-17
23	MSC3505	B2B Communication	3			Elective	1-17

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG
			Lect.	Lab			
24	MSC3506	Account Planning & Management	3			Elective	1-17
25	MSC3507	Sales Promotion Communication	3			Elective	1-17
26	MSC3508	Personal & Relationship Selling	3			Elective	1-17
27	MSC3509	Direct Marketing & Customer Relationship Management	3			Elective	1-17



2021-2026 CURRICULUM MAPPING - UNDERGRADUATE PROGRAM OF COMMUNICATION SCIENCES

G. Courses Roadmap and Description

Courses Description

Core and Compulsory Courses

Course	Introduction to Communication Foundation
Code	MSC 1000
Credits	3

Description:
The Introduction to Communication Foundation course is a compulsory subject that is given in the first year as an introduction for students of the Strategic Communication Studies Program and as a basis for thinking to navigate/explore the study of communication science as part of social science disciplines that discuss human interaction as a manifestation in the process. creation of meaning through the exchange of symbols in human life. This Introduction to Communication Science contains lecture material on fundamental aspects of the study of communication science, history, development and models of communication, communication, and human life, the complexity of human communication, message reception, verbal and nonverbal communication, media communication, interpersonal communication, group communication, organizational communication, public communication, and intercultural communication as well as a map of studies and career prospects in the field of communication.

Objectives:
Students will be able to:

1. Able to respond and understand communication problems and uses theory and communication research method based on logical, critical, and systematical thinking.

2. Able to value ideas and implement solutions to solve communication problems regarding legal norms, social norms, and ethics that are implemented in society.

References:

Main (Printed/Hardcopy books:

1. DeVito, Joseph A. 2015. Human Communication the Basic Course, 13th Edition. Boston: Pearson Int.
2. Mulyana, Deddy. 2017. Pengantar Ilmu Komunikasi Suatu Pengantar. Bandung: Rosdakarya.
3. Ruben, Brent D & Lea Stewart. 2006. Communication and Human Behavior, 5th Edition, Boston: Pearson Education, Inc.
4. Wood, Julia T. 2013. Komunikasi: Teori dan Praktik (Komunikasi dalam Kehidupan Kita). Terjemahan. Jakarta: Salemba Humanika
5. Susilo, D. (2022). Teori - teori Komunikasi Manusia. Gramedia.
6. Susilo, D. (2022). Teori Komunikasi: Kajian Interdispliner dalam Kajian Publik dan Kajian Media. Indomedia Pustaka.

Auxiliary (e-Book//Softcopy):

7. DeVito, Joseph A. 2017. Essentials of Human Communication, 9th Edition. Boston: Pearson Int.
8. Adler, Ronald B. & Rodman, George. 2006. Understanding Human Communication, 9th Edition. Oxford: Oxford University Press, Inc.

Course	**Critical & Creative Thinking**
Code	**MSC 1101**

Credits	3

Description:
The lecture material discusses in depth the essence of critical thinking, various methods of thinking, identifying various obstacles and mistakes in critical thinking, and how to read and write critically. What is taught includes basic CCT concepts such as definitions, terms, 9 Universal Intellectual Standards, logical thinking, and thinking. creative thinking, Bloom's Taxonomy, and HOTS as a distinctive learning method in higher education, critical thinking barriers such as egocentrism, sociocentrism, unwarranted assumptions, relativistic thinking, and wishful thinking, the function and role of language in critical thinking, the difference between factual and non-factual statements factual, simple inductive and deductive reasoning, types of fallacies: language, formal and informal, inductive argumentation (generalization, analogy, prediction, and causal inference) and deductive (based on categorical and hypothetical syllogisms), news analysis in mass media or electronic media by using methods de COPS and triangulation.

Objectives:
Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.

6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.
2. Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	Introduction to Strategic Communications
Code	MSC 1102
Credits	3

Description:

This course emphasizes how entities (corporations, non-profits, governments, and actors) communicate with their stakeholders. Strategic communication combines areas of communication such as advertising, public relations, and integrated marketing communications with other disciplines such as management, marketing, branding, political communication, and so on. This course discusses the role of strategic communication, strategic communication management level, stakeholders, strategic communication messages, strategic communication media, and strategic communication planning.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.

2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.
2. Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	**Business Principles and Communication**
Code	**MSC 1103**
Credits	**3**

Description:

Designed to expand understanding of the business system and basic marketing activities and to provide a framework for business strategy development and implementation of marketing tools and tactics. Theory and practice of effective communication, using models from business situations. Students practice what they learn with a variety of in-class activities, written assignments, and oral presentations. Teamwork and the use of interpersonal skills are included.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	**Introduction to Marketing Communications**
Code	**MSC 2107**
Credits	**3**

Description:
This course teaches students to understand marketing communication and its various elements in the context of strategic communication studies.

Objectives:
Students will be able to:

1. Responds to and understand communication problems by using communication research theory and methods based on logical, critical, and systematical thinking.
2. Value ideas and implement solutions to solve communication problems based on legal norms, social norms, and ethics in society.
3. Explains communication problems in the context of marketing.
4. Identify basic theories of communication in various elements of marketing.
5. Explain the uses of marketing communication that suit legal norms, social norms, and ethics in society.

References:

1. Andrews, J. Craig & Terence A. Shimp. 2018. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 10th Edition. Ohio: South-Western Cengage Learning
2. Belch, George E., and Michael A. Belch. 2018. Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition. New York: McGraw-Hill/Irwin.
3. Clow, Kenneth E. & Donald Baack. 2018. Integrated Advertising, Promotion, and Marketing Communications 8th Edition. Harlow: Pearson Education.
4. Kotler, Philip & Gary Armstrong. 2018. Principles of Marketing, 17th Global Edition. Harlow: Pearson Education Limited.
5. Weigold, Michael F. & William F. Arens. 2018. M: ADVERTISING, 3rd Edition. New York: McGraw-Hill Education

Course	**Introduction to Corporate Communications**

Code	MSC 2108
Credits	3

Description:
This course teaches students to know and understand the basic concepts and holistic approach of Corporate Communication.
Emphasis will be placed on mastery of the scope of Corporate Communication activities such as Media Relations, Community Relations, Corporate Communication planning, Marketing Corporate Communication, Crisis Management, and roles in Corporate Communication in Marketing and Corporate Communications.

Objectives:
Students will be able to:

1. Responds to and understand communication problems by using communication research theory and methods based on logical, critical, and systematical thinking.
2. Value ideas and implement solutions to solve communication problems based on legal norms, social norms, and ethics in society.
3. Understand and associate strategic communication problems using communication research and methods in the area of corporate communications.
4. Determine and implement solutions to solve strategic communications in the area of corporate communications.

References:

1. Cornelissen, J. (2020). Corporate Communication: A Guide to Theory and Practice. United Kingdom: SAGE.
2. Goodman, M. B., & Hirsch, P. B. (2012). Corporate Communication: Tactical Guidelines

for Strategic Practice. New York: Business Expert Press.
3. Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of Corporate Communication. London: Routledge.

Course	Interdisciplinary Communication Foundation
Code	MSC 3001
Credits	3

Description:
Interdisciplinary Communication Foundation aims to teach students to know and understand the theories in communication science. An introduction to what theories, concepts, assumptions, and characters are from communication theories. Emphasis will be placed on mastering basic theories such as theories on interpersonal communication, group communication, organizational communication, mass communication, public communication, and intercultural communication. The initial introduction to objective and subjective theories so that students know which theories belong to which paradigm of the seven traditions.
Students are invited to think more critically, starting from analyzing various case studies, and looking at theories and related concepts, to conducting reviews of various forms of communication to understand the relationship between theories obtained on campus and their applications in the real world. Students are also expected to be ableto express new ideas or breakthroughs, as well as express opinions related to communication events that occur in life.

Objectives:
Students will be able to:

1. Responds to and understand communication problems by using communication research theory and methods based on logical, critical, and systematical thinking.
2. Value ideas and implement solutions to solve communication problems based on legal norms, social norms, and ethics in society.
3. Collaborates with other discipline studies to strengthen execution techniques of communication activities.

References:

1. Griffin, Ledbetter & Sparks. 2019. A First Look at Communication Theory, Tenth Edn, McGraw Hill, New York
2. West & Turner.2018. Introducing Communication Theory: Analysis and Application, Sixth Edn, McGraw Hill, New York
3. Littlejohn, Foss & Oetzel. 2021. Theories of Human Communication, Twelfth Edn, Waveland, Long Grove

Course	**Intercultural Communication & Conflict Resolution**
Code	**MSC 3004**
Credits	**3**

Description:

Through the Intercultural Communication course, students are able to examine the importance of knowledge, skills and ethics in intercultural communication and can apply these knowledge, skills and ethics in everyday life. The emphasis of learning will be on mastering the definition, concept and scope of intercultural communication, theories in intercultural communication, the link between communication and culture, cultural factors that underlie and influence the

communication process, potential problems in intercultural communication, intercultural perceptions, processes acculturation, verbal and nonverbal communication in cultural contexts as well as communication strategies in different cultures, and ethical considerations in intercultural communication. In each meeting, students are invited to think more critically and creatively in expressing their ideas, especially in the context of intercultural communication, analyze various case studies, and observe new phenomena in intercultural communication by conducting a review of different cultural groups with their own culture to understand the relationship between the theory acquired on campus and its application in everyday life.

Objectives:

Students will be able to:

1. Be a professional that is highly skilled and a long-life learner with good values and based on religiosity.
2. Responds to and understand communication problems by using communication research theory and methods based on logical, critical, and systematical thinking.
3. Value ideas and implement solutions to solve communication problems based on legal norms, social norms, and ethics in society.

References:

1. Samovar,L.,Porter.R.E. & McDaniel,E.R (2010), Komunikasi Lintas Budaya: Communication Between Cultures, Salemba Humanika (SPM1)
2. Martin, Judith N., & Nakayama, Thomas (2010), Intercultural Communication in Context, 5th ed., McGraw Hill (MN)
3. Samovar,L.,Porter.R.E.&McDaniel,E.R.(2009).Intercultural Communication : A Reader, 12th ed.,Wadsworth (SPM2)

4. Alo Liliweri,Ms,Dr, (2007),Dasar-Dasar Komunikasi Antar Budaya, Pustaka Pelajar,Yogjakarta (AL)
5. Ting-Toomey,S (1999) Communicating across cultures,The Guilford Press: New York (TT)
6. And other references in future advises

Course	Effective Persuasive Communication
Code	MSC 3005
Credits	3

Description:
The Effective Persuasive Communication course discusses the basic concepts of persuasive communication, persuasive communication processes, theories that underlie persuasive communication, persuasive communication factors, persuasive communication planning models, application of persuasive communication in campaigns, and the ethics and social responsibility of persuasion. After taking this course, students have the ability to design and implement persuasive communication in product, political, and ideological campaigns at the interpersonal, group, and mass levels.

Objectives:
Students will be able to:
1. Be a professional that is highly skilled and a long-life learner with good values based on religiosity.
2. Responds to and understand communication problems by using communication research theory and methods based on logical, critical, and systematical thinking.
3. Value ideas and implement solutions to solve communication problems based on legal norms, social norms, and ethics in society.

4. Able to collaborate with other discipline studies to strengthen execution techniques of communication activities
5. Able to conduct research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia

References:

1. Perloff, R. M. (2017). The Dynamics of Persuasion : Communication and Attitudes In The 21st Century.kNew York: Routledge Taylor & Francis.
2. Larson, Charles U. (2012). Persuasion Reception and Responsibility 13th ed. California:
3. Griffin, Ledbetter & Sparks. (2019.) A First Look At Communication Theory, Tenth Edition, Mc Graw Hill Education, New York
4. Littlejohn, Foss & Oetzel. (2021). Theories of Human Communication, Twelfth Edition, Waveland Press Inc, Long Grove
5. Schiffman, G. Leon & Joseph Wisenblit . (2019.) Consumer Behavior – Twelfth Edition. Boston : Pearson Education
6. Venus, A. (2019). Manajemen Kampanye: Panduan Teoretis dan Praktis Dalam Mengefektifkan Kampanye Komunikasi Publik. Bandung: Simbiosa Rekatama Media.

Course	**Global Communication & Popular Culture**
Code	**MSC 3006**
Credits	**3**

Description:

Global Communication & Popular Culture is a course

with a concept-case approach.

This course will examine cross-border communication in response to global issues and the development of global cultural and community trends. Its field of communication includes public relations and marketing communication of a corporation which is related to the 17 points of Sustainable Development Goals (SDGs).

These global issues will be linked to the Global PR and Global Marketing Communication strategy and campaign for commercial and noncommercial purposes.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.
2. Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	Media & Sociology
Code	MSC 3007
Credits	3

Description:
This course provides a basic understanding of digital media and society. Students will learn various basic concepts of Sociology and Communication theory which are used to identify, analyze, interpret, and solve strategic social communication problems or social and global issues related to the media.

Objectives:
Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.
2. Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	Quantitative Communication Research Method
Code	MSC 3008
Credits	3

Description:
This course equips students with the technical skills, attitudes, and conceptual knowledge needed to design and conduct quantitative research in the communication domain. The discussion includes research paradigms, research principles and ethics, quantitative research methods, problem formulation, conceptualization and operationalization of concepts, population and samples, instrument preparation and data collection, data processing and analysis, and research report preparation.

Objectives:
Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

2. Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	Visual & Photographic Communication
Code	MSC 3200
Credits	3

Description:
This course contains material to improve students' understanding and ability about visual & photographic communication which includes knowledge related to graphic design principles, basic visual elements, visual communication ethics, typography, semiotics, photography, videography, to the project-making process. advertising tailored to industry standards. Through this course, students will be equipped with a lot of knowledge and skills to prepare themselves before entering the world of work.

Objectives:
Students will be able to:

1. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
2. Able to produce work in the field of communication based on the results of data analysis and based on ICT skills.
3. Able to understand the basic concepts of visual communication and visual literacy.
4. Able to create creative ideas in the form of visual communication messages.
5. Able to practice visual literacy both in the form of photo and video works in the realm of visual communication.

6. Able to analyze and design various forms of marketing communications in accordance with visual communication concepts and theories.

References:

1. Musburger, R. B., & Ogden, M. R. (2010). *Single-camera video production (fifth edition)*. CRC Press
2. Hughes, M. K., (2012). *Digital Filmmaking for Beginners: A Practical Guide to Video Production*
3. Millerson, G & Owens, J. 2008. Video Production Handbook. Elsevier.Inc., UK.
4. Videography Practicum Module, 2016, Faculty of Communication Sciences
5. Soekojo, Makarios. (2006) *Basic Digital Photography.*Jakarta: PT Prima Infosarana Media
6. Sobur, Alex. (2009) *Semiotika Komunikasi*. Bandung. Rosda karya.
7. Moriarty, Sandra. (2005). *Handbook of Visual Communication. Theory, methods and media*. New Jersey. Lawrence Erlbaum Associates.

Course	**Digital Graphic Communication**
Code	**MSC 3201**
Credits	**3**

Description:

The material taught includes a basic introduction to digital equipment/equipment, desktop publishing, color theory, and layout theory, plus an introduction to the concepts of UI (User Interface) and UX (User Experiences), as well as the use of software and applications (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Marvell apps)which can assist students in designing and creating various media, both traditional and digital.

Objectives:
Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Browne, Michael (2003). Architectural Thought: The Design Process and the Expectant Eye. Architectural Press.

Course	**Art, Copywriting & Creative Strategy**
Code	**MSC 3202**
Credits	**3**

Description:
The art, Copywriting & Creative Strategy course teaches how to develop an advertising campaign through a process that implements creativity within marketing communication activities. In particular, students will be able to learn to use visuals and or copy, how to dig ideas through brainstorming

and execute in various marketing communication mediums.

Objectives:

Students will be able to:

1. Capable respond and understand communication problems using the theory and methods of communication research based on logical, critical, and systematic thinking.
2. Capable apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
3. Capable evaluate work, make the right decisions, and be responsible for the results of the achievement of group work.
4. Capable compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.

References:

1. Altstiel, Tom and Jean Grow. 2017. *Advertising Creative: Strategy, Copy, Design.* Los Angeles: SAGE.
2. Moriarty, Sandra., Nancy Mitchell and William Wells. 2015. *Advertising & IMC: Principles & Practice, 10th Editing.*New Jersey: Prentice Hall.
3. The point, Mario. 2008.*Creative Advertising: Ideas and Techniques from the World's Best Campaigns.* London: Thames and Hudson Ltd.
4. Sorrentino, Miriam. 2014*Creative Advertising: An Introduction.* London: Laurence King.
5. Shimp, Terence A. 2013. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 9th Editing.*Mason: Thomson South-Western.

Course	Creative Media Production
Code	MSC 3203
Credits	3

Description:
The Creative Media Production course discusses the production process of various kinds of creative media in the field of strategic communication and the management of the media used.

Objectives:
Students will be able to:

1. Capable respond and understand communication problems using the theory and methods of communication research based on logical, critical, and systematic thinking.
2. Capable apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
3. Capable evaluate work, make the right decisions, and be responsible for the results of the achievement of group work.
4. Capable compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.
5. Capable produce works in the field of communication based on the results of data analysis and based on ICT skills.
6. Capable create ICT-based entrepreneurship program in the field of communication.
7. Capable identify strategic communication issues in the context of creativity and media production.
8. Capable conceptualize the right creative approach and can be a solution to strategic communication problems.
9. Capable coordinate in group work in order develop creative execution in suitable media.

10. Capableset Insight as the foundation in the process create creative media execution.
11. Capable produce various creative media in context carry out solutions to strategic communication problems.
12. Capable prepare and manage business model that leverages media production skills.

References:

1. Aitchison, Jim. 2002.Cutting Edge Commercials: How To Create The World's Best TV Ads For Brands In The 21st Century. Prentice Hall PTR.
2. Aitchison, Jim. 2003. Cutting Edge Radio. Singapore: Pearson Education
3. Altstiel, Tom and Jean Grow. 2017. Advertising Creative: Strategy, Copy, Design. Los Angeles: SAGE.
4. Andrews, J. Craig & Terence A. Shimp. 2018. Advertising, Promotion, and other aspects of Integrated Marketing Communications. Boston: Cengage.

Course	**Digital Strategic Communications & Data Analysis**
Code	**MSC 3300**
Credits	**3**

Description:

Digital Strategic Communications & Data Analysis aims to teach students to know and understand how to make communication strategies in digital media sourced from data analysis both quantitative and qualitative from various existing tools. Students are encouraged to understand more about the ins and outs of new media, including how to compile content, understand best practices in social media, and utilize new channels in the digital world.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	**Social Media and Mobile Marketing Strategy**
Code	**MSC 3301**
Credits	**3**

Description:

Social Media and Mobile Marketing course aims to teach students to know and understand how to create social media and mobile marketing strategies based on data analysis, both quantitative and qualitative from various existing tools. Students are invited to further understand social media and mobile marketing in the business-to-consumer (B2C) scope, master the various opportunities available, understand when to use different channels, and know the best way to reach consumers from mobile devices.

Objectives:

Students will be able to:

1. Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society.
2. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
3. Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.
4. Able to produce work in the field of communication based on the results of data analysis and based on ICT skills.
5. Able to create ICT-based entrepreneurship programs in the field of communication.
6. Capable detect social media and mobile strategy needs based on secondary data.
7. Capable conceptualize creative content used in social media and mobile marketing.
8. Capable choose appropriate social media and mobile marketing channels according to needs and problems.
9. Capable questioning marketing communication practices through social media and mobile marketing from brands and/or companies that violate ethics.
10. Capable compile Digital communication strategies and tactics using various social media channels and mobile marketing for personal use brand, A brand and/or organization.

References:

1. Dave Chaffey, Fiona Ellis-Chadwick. (2019). Digital Marketing 7th Ed. New York: Pearson.

2. J Craig Andrews, Terence A Shimp. 2018. Advertising, Promotion and Other Aspects of: Integrated Marketing Communications 10th Ed. Boston: Cengage.
3. Eric Butow, Mike Allton, et al. 2020. Social Media Marketing. California: Entrepreneur Press.
4. Nripendra P. Rana, et al. 2020.Digital and Social Media Marketing. Switzerland: Springer.
5. Dave Evans. 2010. Social Media Marketing. New Jersey: Wiley
6. David Merman Scott.The New Rules of Marketing & PR 7th Ed. New Jersey: Wiley
7. Rulli Nasrallah.Social Media: Communication, Culture, and Sociotechnological Perspectives. Bandung: Symbiotic
8. Keith A. Quesenberry. 2019. Social Media Strategy. New York: Rowman & Littlefield
9. Michael Becker, John Arnold. 2010. Mobile Marketing for Dummies. New Jersey: Wiley
10. Tracey Tuten, Michael Salomon. 2014.Social Media Marketing. New York: Pearson.
11. Daniel Rowles. 2017 Mobile Marketing. London: Kogan Page
12. Lolita, T. L. V. (2022). Characteristics of Influencer Relations: A Literature Review. Journal of Communication Studies, 20(3), 288-302.
13. Influencer Marketing Hub. 2020. Influencer Marketing Benchmark Report 2021.
14. Hootsuite. 2020. Social Trends Report 2021.

Course	**Marketing Public Relations**
Code	**MSC 3400**
Credits	**3**

Description:
This course will study the concept, and scope ofMPR, the history of the development and needsof MPR, the Position of PR and MPR in companies, Integrated

marketing communications, MPR in integrated marketing communications, Benefits of MPR, Marketing and PR Relations, Effectiveness of MPR, Corporate PR and MPR, Planning, MPR Strategy and Tactics, Evaluation of MPR success.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Public Speaking & Presentation Skills
Code	MSC 3401
Credits	3

Description:

Public Speaking and Presentation Skills is a course with a conceptual and practical approach. The subject is to be able to speak in public and be able to give presentations (RPKPS) well. Through the Public

Speaking and Presentation Skills courses, students are equipped with the knowledge and ability to develop themselves into professionals who have positive knowledge and attitudes and are able to speak in terms of needs in various industrial fields within the scope of communication.

Objectives:
Students will be able to:

1. Able to become skilled professionals and lifelong learners who have noble character and are based on religious values.
2. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.

References:

1. Lucas , S. E. , & Stob , P. The Art of Public Speaking , 13th edition . (2020) McGraw-Hill: New York.
2. Burton, Kate & Platts, Brinley. (2006). Building Confidence for Dummies. John Wiley & Sons, Ltd.
3. Carnegie, Dale. (2011). How to Develop Self-Confidence. Ebury Publishing: Ebury Digital.
4. Brian, Tracy. (2012). The Power of Self Confidence - Become Unstoppable, Irresistible, and Unafraid in Every Area of Your Life. Hoboken, New Jersey: John Wiley & Sons, Inc.

Course	**Media Relations & Publicity Effectiveness**
Code	**MSC 3402**
Credits	**3**

Description:
The Media Relations & Publicity Effectiveness course

aims to teach students to know and understand the functions, roles, and strategies of Media Relations. Emphasis will be placed on mastering the scope of Media Relations activities in Corporate Communications, Marketing, and Public Services (Non-profit and government), including the handling of Crisis Communication. Students are invited to know and understand the power of the media and how to use these strengths ethically in achieving a company's or organization's communication goals. Students are expected to be able to think critically and creatively in observing phenomena and new media applications as well as analyzing various case studies within the scope of Media Relations activities. Students are allowed to express new ideas or breakthroughs and express opinions related to Media Relations practices.

Objectives:

Students will be able to:

1. Able to identify strategic communication problems using basic communication theories
2. Able to analyze ethical issues, special cases, and global issues in the strategic communication industry
3. Able to interpret the changing industry and strategic communication environment by becoming a lifelong learner
4. Able to resolve communication problems faced by the community in accordance with prevailing legal, social and ethical norms.
5. Able to collaborate with study programs and other branches of science to strengthen technical matters related to the execution of communication programs.

References:

1. Johnston, J. (2013). Media Relations: Issues & Strategies. Australia: Allen & Unwin.

2. Breakenridge, D., & DeLoughry, T. J. (2003). The New PR Toolkit: Strategies for Successful Media Relations. Upper Saddle River, NJ: Pearson Education, Inc.
3. Michael, B., Theaker, A., & Wragg, D. (2005). Effective Media Relations: How to Get Results. London and Sterling, VA: Logan Page.
4. Stevenson, S. C. (2009). Media Relations for Nonprofits: 115 Winning Ideas to Improve Your Media Relations Efforts. Iowa: Stevenson, Inc.
5. Theaker, A. (2004). The Public Relations Handbook. Oxfordshire: Routledge

Course	**The Corporate Branding & Reputation Management**
Code	**MSC 3404**
Credits	**3**

Description:

The Corporate Branding & Reputation Management course provides students with an understanding of the importance of establishing branding and managing a company's reputation. Learning emphasis will be placed on understanding the definitions, concepts, scope, and measures of organizational branding and reputation governance. In each meeting, students are invited to think more critically and creatively in expressing their ideas and analyze various case studies related to the organization's efforts to brand and manage reputation.

Analytical skills are based on the ability to observe various case studies and company practices in shaping the image, identity, and reputation by conducting data studies of various companies to understand the relationship between the theory obtained in an academic context and its application to the world of daily work.

Objectives:

Students will be able to:

1. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
2. Understand the relationship between humans and behavior.
3. Understand various architectural typologies, elements, and the quality of architectural spaces.
4. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
5. Understand the planning and design process.
6. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	**Writing for Public Relations**
Code	**MSC 3405**
Credits	**3**

Description:

The Writing for Public Relations course aims to teach students to know and understand the media that can be used by a Public Relations practitioner in making publication material and the things that must be considered in the process of making it.

Emphasis will be placed on knowledge of the types of media in Public Relations writing, including appropriate content for each publication media. Students are invited to know and understand the role of an article produced by a Public Relations practitioner and how to use it ethically in achieving the communication goals of a company or

organization. Students are expected to be able to think critically and creatively in observing phenomena and applications of new media as well as analyzing various case studies within the scope of Public Relations writing. Students are given the opportunity to express new ideas or breakthroughs and express opinions related to the practices of Public Relations writing.

Objectives:

Students will be able to:

2. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
3. Understand the relationship between humans and behavior.
4. Understand various architectural typologies, elements, and the quality of architectural spaces.
5. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
6. Understand the planning and design process.
7. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

1. Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	**Community Relations & Engagement**
Code	**MSC 3406**
Credits	**3**

Description:

Community Relations and Engagement is acourse with a concept-case approach. This course will review approach

and community involvement as a part of strategic communication, marketing, public relations, social movement, and striving for 17 points of Sustainable Development Goals (SDGs). The concept and case reviewed include approach and community involvement for commercial (brand) in marketing and public relations context, and non-commercial for brand and non-brand in public relations or social movement context.

Objectives:

Students will be able to:

1. Able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society.
2. Able to apply creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international perspective.
3. Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise.
4. Able to create research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia

References:

1. Lakin, N., & Scheubel, V. (2017). Corporate Community Involvement: The Definitive Guide to Maximizing Your Business Societal Engagement. NY: Routledge.
2. Burke, E (1999). Corporate Community Relations, The Principle of the Neighbor of Choice. London: Praeger.
3. Perkins, L. (2015). The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement. London: Springer.

4. Martinez-Lopez, et al. (2016). Online Brand Communities: Using Social Web for Branding and Marketing. London: Springer.
5. University of Kansas. (2021). Community Toolbox (https://ctb.ku.edu/).
6. Khasali, R. (2018). The Great Shifting. Jakarta: Gramedia.
7. Millington, Richard (2021). Build Your Community: Turn Your Connections Into a Powerful Online Community. NY: Pearson Education Limited.

Course	**Investor & Government Relations**
Code	**MSC 3407**
Credits	**3**

Description:
The Investor & Government Relations course aims to provide understanding to students about investor & government relations as one of the PR relations activities with external stakeholders, especially in the reputation management framework, including interaction mechanisms, strategies, and information concepts used in building as well as maintaining the relationship, managing activities, media and evaluating investor & government relations activities.

Objectives:
Students will be able to:
1. Students can identify strategic communication problems using basic communication theories
2. Students can conduct research, make strategic plans by utilizing various channels in the multimedia field in strategic communication.
3. Students can interpret changes in the industry and strategic communication environment by becoming a lifelong learner.
4. Students can collaborate with study programs and other branches of science to strengthen matters

related to the technical execution of communication programs.

References:

1. Lembaga Administrasi Negara. (2015). *Modul Pelatihan Analisis Kebijakan.* Jakarta: Lembaga Administrasi Negara. (LAN)
2. Bragg, Steven M. (2010). *Running an Effective Investor Relations Department: A Comprehensive Guide*. New Jersey: John Wiley & Sons, Inc. (SMB)
3. Guimard, Anne. (2013). *Investor Relations: Principles and International Best Practices of Financial Communications*. 2nd edition. New York: Palgrave Macmillan. (AG)
4. Theaker, Alison. (2006). *The Public Relations Handbook*. 2nd edition. Great Britain: MPG Books Ltd. (AT)
5. Kretarto, Agus. (2001). *Investor Relations: Pemasaran dan Komunikasi Keuangan Perusahaan Berbasis Kepatuhan*. Grafiti Pers. (AK)
6. Freeman, R. E., Harrison, J. S., & Wicks, A. C. (2007). *Managing Stakeholders: Survival, Reputation, and Success.* New Haven: Yale University Press. (REF)
7. Mordecai Lee, Grant Neeley, and Kendra Stewart (2021) *The Practice of Government Public Relations*, 2nd edition. American Society for Public Administration Series in Public Administration & Public Policy (LM)

Course	**Internal Communication & Corporate Culture**
Code	**MSC 3408**
Credits	**3**

Description:

The Internal Communication & Corporate Culture course

aims to teach students to know and understand the functions, roles, and strategies in internal communication and their relation to organizational culture.

Emphasis will be placed on mastering the scope of internal communication activities and organizational culture in the fields of Corporate Communication and Marketing Communication, including conflict management and the role of internal communication in crises. Students are invited to know and understand the role of internal communication and corporate culture and how to use this role ethically in achieving the communication goals of a company or organization. Students are expected to be able to think critically and creatively in observing phenomena and new media applications and analyze various case studies within the scope of internal communication activities. Students are given the opportunity to express new ideas or breakthroughs and express opinions related to internal communication practices and their relation to organizational culture.

Objectives:

Students will be able to:

1. Able to apply solutions to communication problems in accordance with legal norms, social norms, and ethics that apply in society.
2. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
3. Able to evaluate work, make the right decisions, and be responsible for the results of group work achievements.

References:

1. Dahlman, S., & Heide, M. (2021). Strategic Internal Communication: A Practitioner's Guide to Implementing Cutting-Edge Methods for

Improved Workplace Culture. New York: Routledge.
2. Thornton, G. S., Mansi, V. R., Carramenha, B., & Cappellano, T. (2019). Strategic Employee Communication: Building a Culture of Engagement. Switzerland: Springer Nature.
3. Smith, L., & Mounter, P. (2008). Effective Internal Communication. USA: Kogan Page Limited.
4. Harris, T. E., & Nelson, M. D. (2008). Applied Organizational Communication: Theory and Practice in a Global Environment. USA: Taylor & Francis Group.
5. Schein, E. H. (2009). The Corporate Culture Survival Guide. San Francisco: John Wiley & Sons, Inc.
6. Reece, B. L., Brandt, R., & Howie, K. F. (2011). Effective Human Relations: Interpersonal and Organizational Applications. USA: South-Western Cengage Learning.
7. Robbins, S. P., & Judge, T. A. (2013). Organizational Behavior. USA: Prentice Hall.
8. Primadini, I. (2018). Female Leaders and Their Influence on Communication Satisfaction and Employee Performance. AICCON. Palembang: ASPIKOM. 9. Books, journals, scientific papers, and other relevant sources.

Course	**Internal Communication & Corporate Culture**
Code	**MSC 3409**
Credits	**3**

Description:
Communication for Sustainable Development is a subject with a concept and project approach (project based). This course will equip students with knowledge about the role of communication in supporting sustainable development goals by examining social, economic, and environmental changes due to

modernization and communication strategies for societal change. His areas of communication include social marketing, social and behavioral change communication, environmental communication, CSR, advocacy communication, and health communication.

Objectives:
Students will be able to:

5. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
6. Understand the relationship between humans and behavior.
7. Understand various architectural typologies, elements, and the quality of architectural spaces.
8. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
9. Understand the planning and design process.
10. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:
Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Media Planning & The Consumer Journey
Code	MSC 3500
Credits	3

Description:
The Media Planning & The Consumer Journey course aims to teach students to know the importance of media planning for a brand based on the characteristics of each

of the brand's target markets. Understanding the daily habits of various segments of society both demographically psychographically, and behaviorally becomes the basis for media planning made by students. An in-depth introduction to various media profiles in Indonesia, both conventional media and new media, ranging from the target audience, circulation, forms of advertising, ad serving schedules, and advertising rate cards are emphasized in this course. Students are invited to think more critically, starting from analyzing various case studies, examining theories and related concepts, finding out the latest trends in terms of audience and media, to making structured media plans. The final achievement of this course is that students are able to make media planning proposals for various brands that have different audience characters, starting from understanding audience profiles, selecting the right media, submitting creative forms of advertising, and advertising timeline (timeline), to budgeting planning. effective and efficient for

Objectives:

Students will be able to:

1. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
2. Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.

References:

1. Katz, Helen 2017. The Media Handbook, Complete Guide to Advertising, Media Selection, Planning, Research, and Buying (Sixth Edition). New York: Routledge.
2. Kelley, Larry.D, Donald W. Jugenheimer, & Kim Bartel Sheeehan. 2015. Advertising Media Planning, A Brand Management Approach. New York: Routledge.

3. Shimp, Terence.A & J. Craig Andrews. 2013. Advertising, Promotion, and other aspect of Integrated Marketing Communications.Canada: Nelson Education, Ltd.

Course	Advertising Business
Code	MSC 3501
Credits	3

Description:

This course teaches students of the Communication Study Program with a concentration in Marcomm to understand the advertising business and equips students with the knowledge needed to enter the advertising business (as a professional/as an entrepreneur in the field of advertising or communication). Students are invited to study, and analyze the process of planning and implementing a communication business, especially advertising, and to apply the process in a real setting with a client chosen by the student.

Objectives:

Students will be able to:

3. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
4. Understand the relationship between humans and behavior.
5. Understand various architectural typologies, elements, and the quality of architectural spaces.
6. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
7. Understand the planning and design process.
8. Understand the architect's role in the building construction industry, professional associations,

and regulations that govern the architecture profession.

References:

Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Transmedia & Brand Storytelling
Code	MSC 3502
Credits	3

Description:

This course teaches students of the Strategic Communication study program to be able to understand and apply the conceptof Transmedia & Brand Storytelling that is right on target in helping to convey brand messages. In this course, students are invited to be able to explore ideas and build creativity in conveying brand messages by using elements in storytelling. Through this course, students are also expected to be able to create and evaluate product campaigns based on Transmedia & brand storytelling strategies.

Objectives:

Students will be able to:

1. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
2. Able to evaluate work, make the right decisions and be responsible for the results of group work achievements.
3. Able to produce works in the field of communication based on the results of data analysis and based on ICT skills

References:

1. Alexander, B. 2011. The New Digital Storytelling. USA: Praeger
2. Belch, George E., and Michael A. Belch. 2009. Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th Edition. New York: McGraw-Hill
3. Duncan, Tom. 2002. Using Advertising to Build Brand. New York: McGraw-Hill
4. Fog, K., Budtz, C., Munch, P., & Blanchette, S. 2001. Storytelling: branding in Practice.
5. Giovagnoli,Max. 2011. Transmedia Storytelling: Imagery, Shapes, and Techniques. New York: Business Expert Press.
6. Jenkins, Henry. 2008. Convergence Culture: Where Old and New Media Collide. New York: NYU Press
7. Kotler, Philip & Gary Armstrong. 2018. Principles of Marketing, 17th Global Edition. Harlow: Pearson Education Limited.
8. Mc Erlean, Kelly.2018. Interactive Narratives and Transmedia Storytelling. New York: Rodledge. Denmark: Spinger
9. Moriarty, Sandra., Nancy Mitchell and William Wells. 2009. Advertising: Principles & Practice, 8th Edition. New Jersey: Pearson Prentice Hal
10. Pratten, Robert. 2015. Getting Started in Transmedia Storytelling: A Practical Guide for beginners. 2nd edition. New York: CreateSpace Independent Publishing
11. Rodriguez, Miri. 2020. Brand Storytelling: Put customers at the heart of your brand story. United States: Kogan Page Limited
12. Shimp, Terence A. Andrews, J Craig. 2018. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 10th Edition. Ohio: South-Western Cengage Learning

13. Travis, Daryl. 2000. Emotional Branding: How successful brand gains the irrational edge. United States of America : Prima Publishing
14. Walsh, John. 2014. The Art of Storytelling: Easy step to presenting an unforgettable story. Chicago: Moody Publishers
15. Walter, E; Gioblio, J. 2018. The Law of Brand Storytelling: Win and keep your customers hearts and minds. New York: McGraw-Hill
16. Zeiser, Anne. 2015. Transmedia marketing : from film and tv to games and digital media. Burlington. Focal Press SPT-02/PM-02/IK-01/FORM-01 : FORM RPKPS RPKPS – Transmedia & Brand Storytelling Ilmu Komunikasi - UMN Tahun Akademik (2023/2024)
17. Zeiser, Anne. 2015. Transmedia Platform: a creator guide for media and entertainment. Burlington. Focal Press

Course	**Special Event & Brand Activation**
Code	**MSC 3503**
Credits	**3**

Description:

The Special Event & Brand Activation course aims to teach students to plan, manage and evaluate various events and understand the concept of brand activation in a company such as soft openings, grand openings, exhibitions, and organizing press events.

Learning emphasis will be placed on mastering the definition, concept, and scope of event management including the types of events, characteristics and objectives of the event, sponsorship, and public funding as well as an understanding of brand activation and the use of appropriate communication tactics in managing events to create a good brand image and increase brand awareness through event activities..

Objectives:
Students will be able to:

9. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
10. Understand the relationship between humans and behavior.
11. Understand various architectural typologies, elements, and the quality of architectural spaces.
12. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
13. Understand the planning and design process.
14. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:
Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	**Integrated Brand Campaign**
Code	**MSC 3504**
Credits	**3**

Description:

The Integrated Brand Campaign course aims to teach students to know and understand how to recognize the elements in a campaign (from planning to evaluation) & create a communication campaign strategy for several areas: personal campaigns, political campaigns, campaigns for product brands, and also tourism campaigns, where students must also know and understand the concepts that are the main basis for the communication campaign such as persuasion theory, brand & branding,

tourism communication principles, and political marketing. Students are also invited to understand more about the ins and outs ofmanaging online campaigns by also taking advantage of multimedia and new media channels in the digital world.

Objectives:

Students will be able to:

1. Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society.
2. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective.
3. Able to analyze changes in the industry and communication environment by implementing science & technology in an original way according to their field of expertise.
4. Able to collaborate with other branches of knowledge to strengthen technical matters related to the execution of communication activities.
5. Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia.
6. Able to create ICT-based entrepreneurship programs in the field of communication.

References:

1. Gregory, Anne. “Planning and Managing Public Relations Campaigns: A Strategic Approach.” PR in Practice Series. 3rd Edition. London: Kogan Page, 2010
2. Perloff, Richard M. “The Dynamics of Persuasion: Communication and Attitudes in the 21st Century.” 6th Edition, New York: Routledge, 2017
3. Venus, Antar. “Manajemen Kampanye: Panduan Teoretis dan Praktis dalam Mengefektifkan

Kampanye Komunikasi." Bandung: Simbiosa Rekatama Media, 2009
4. Clifton, Rita (ed) and Simmons, John (ed). "Brands and Branding-The Economist Series". 1st Edition, London: Bloomberg Press; 2004
5. Butow, Eric. "Ultimate Guide to Social Media Marketing". California: Entrepreneur Press, 2020
6. Eriyanto. "Materi Ajar Pemasaran Politik". Jakarta, 2017
7. Hudson, Simon. "Tourism and Hospitality Marketing-A Global Perspective". London: Sage Publications Ltd, 2007
8. Shimp, Terence A., and Andrews, J. Craig. "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications". 9th Edition. Ohio: South-Western, Cengage Learning, 2013
9. Wasesa, Silih Agung. "Political Branding & Public Relations: Saatnya Kampanye Sehat, Hemat, dan Bermartabat". Jakarta: PT Gramedia Pustaka Utama, 2013

Course	**Business to Business (B2B) Communication**
Code	**MSC 3505**
Credits	**3**

Description:
This Business to Business (B2B) Communication course provides students with understanding and skills regarding how to make B2B and Corporate marketing communication strategies and plans that are different from B2C campaigns and products.

Objectives:
Students will be able to:

15. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
16. Understand the relationship between humans and behavior.
17. Understand various architectural typologies, elements, and the quality of architectural spaces.
18. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
19. Understand the planning and design process.
20. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Account Planning & Management
Code	MSC 3506
Credits	3

Description:

The Account Planning course discusses how to develop an advertising strategy based on in-depth research on consumers to find what is called Consumer Insight. The role of the Account Planner is to find insight from the target audience and then put it into a brief. In this course, you will learn about the relationship between the agency and the client and the client's expectations of the agency, creative thinking, a growing sensitivity to the market, techniques for gaining insight (FGD, ethnography, surveys, trend analysis, competitive analysis), processing data and findings into insight, and making

briefs (client's brief, creative brief, media brief, and production brief)..

Objectives:
Students will be able to:

21. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
22. Understand the relationship between humans and behavior.
23. Understand various architectural typologies, elements, and the quality of architectural spaces.
24. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
25. Understand the planning and design process.
26. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:
Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Sales Promotion Communication
Code	MSC 3507
Credits	3

Description:
This course discusses promotional methods, especially in Sales Promotion techniques that are used as a comprehensive marketing strategy, and integrates them with the Marketing Mix which includes Product, Price, and Distribution.
This course will also discuss management planning and effective communication

techniques to consumers.

Objectives:
Students will be able to:

1. Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective
2. Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia

References:

1. Belch and Belch, 2017, Advertising and Promotion, An Integrated Marketing Communications Perspective Tenth Edition, Singapore: Mc Graw Hill
2. Barnes and Minahan, 2015, Promotion Decision Making: Concepts, Principles, and Practice, New York: Business Expert Press.
3. Mullin and Cummins, 2008, Sales Promotion Fourth Edition, London: Kogan Page.
4. Spilsbury, 2008, Guide to Advertising and Sales Promotion Law, London: Cavendish Publishing.

Course	**Personal & Relationship Selling**
Code	**MSC 3508**
Credits	**3**

Description:
This course examines communication's theoretical and practical role in developing long-term relationships with clients. In addition, it also discusses the consultative sales process, including prospecting, assessing needs, handling objections, presenting, closing, and following up on client relationships. This course also covers how media and technology can help or

hinder communication.

Objectives:

Students will be able to:

1. Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society.
2. Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes -commercial through multimedia.

References:

1. Acuff, Jerry & Wood, Wally. 2007. The Relationship Edge: The Key to Strategic Influence and Selling Success. New Jersey: John Wiley&Sons, Inc.
2. Antczak, Anna & Sypniewska, Barbara, A. 2017. Cross-Cultural Perronal Selling: Agents' Competences in International Personal Selling of Services. Palgrave Macmillan
3. Chunawalla, S.A. 2011. Sales Management (With Personal Selling and Salesmansip). Himalaya Publishing House
4. Futrell, Charles. 2011. ABC's of Relationship Selling Through Service. New York: McGraw-Hill/Irwin.
5. Kotler, Philip & Keller, Kevin Lane. 2016. Marketing Management. England: Pearson Education, Inc.
6. Levinson, J.C., Dillhay, J., & Harting, M.V. 2020. Guerilla Marketing for Direct Selling: Your Personal Marketing Plan to Generate More Leads, More Referrals, and More Repeat Businnes. Kindle Edition

7. Schiffman, Leon G., & Wisenblit, Joe. 2019. Consumer Behavior 12th ed., New York: Pearson
8. Yeung, Rob. 2001. Anyone Can Sell. London: How to books Ltd.

Course	Direct Marketing & Customer Relationship Management
Code	MSC 3509
Credits	3

Description:

This course teaches Strategic Communication Study Program students to understand the concepts and functions of Direct Marketing and Customer Relationship Management (CRM), Economics of Retention, Understanding Customers, Customer Loyalty, and its measurements, Database Marketing, Direct Marketing as a follow-up to CRM and planning Direct Marketing campaign

Objectives:

Students will be able to:

27. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
28. Understand the relationship between humans and behavior.
29. Understand various architectural typologies, elements, and the quality of architectural spaces.
30. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
31. Understand the planning and design process.
32. Understand the architect's role in the building construction industry, professional associations, and regulations that govern the architecture profession.

References:

Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.

Course	Qualitative Communication Research Method
Code	MSC 4009
Credits	3

Description:

This course equips students with the technical skills, attitudes, and conceptual knowledge needed in designing and applying qualitative research in the realm of communication science. The discussion covers the research paradigm, characteristics of qualitative research, qualitative research methods (case studies, ethnography, phenomenology, text analysis), data collection techniques (interviews, focus group discussions, observation), data processing techniques, data analysis, and writing qualitative research reports.

Objectives:

Students will be able to:

1. Able to respond and understand communication problems by using the theory and methods of communication research based on logical, critical, and systematic thinking
2. Able to analyze changes in the industry and communication environment by implementing science and technology original according to their field of expertise
3. Able to evaluate work, make the right decisions, and be responsible for the results of group work achievements
4. Able to compile research, strategic planning, and communication messages for commercial and

non-commercial purposes commercial through multimedia

5. Able to produce works in the field of communication based on the results of data analysis and based on ICT skills

References:

1. Denzin, N. K. & Lincoln, Yvonna S. (2017).The Sage Hanbook of Qualitative Research Fifth Edition. California: Sage Publications, Inc
2. Creswell, J. W. & Poth, Cheryl N. (2017). Qualitative Inquiry & Research Design, Choosing Five Approach, Fourth Edition. California : Sage Publications, Inc
3. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches – Seventh Edition. Boston: Pearson Education Limited, Inc.
4. Yin, R. K., (2017). Case Study Research and Applications. Desain and Methods. Sixth Edition. California : Sage Publications, Inc
5. Hine, C. (2000). Virtual Ethnography, London: SAGE Publications Ltd.
6. Kozinets, Robert V. 2010. Netnography Doing Ethnographic Research Online. Los Angeles: Sage Publication
7. Saldana, Johnny. (2013). The Coding Manual for Qualitative Researchers. London : Sage Publications, Ltd
8. Grbich, Carol. (2013). Qualitative Data Analysis an Introduction. Second Edition. London : Sage Publications, Inc.
9. Saukko, P. (2003). Doing Research In Cultural Studies: An Introduction to Classical And New Methodological Approaches. London: Sage Publications.

10. Hine, C. (2000). Virtual Ethnography. London: Sage Publication

Course	Seminar for Project Based Thesis
Code	MSC 7204
Credits	3

Description:
The Seminar for Project Based Thesis course is composed of materials and methods that make students make plans to produce work at the time of the thesis based on the implementation of scientific procedures and procedures for conducting research. However, this research is not intended to test a theory, but research is carried out to produce a product/service/activity to concretely support the activities of other organizations/parties. In addition, this course also provides opportunities for students to prepare themselves for the process of making research, producing work, and being responsible for it..

Objectives:
Students will be able to:

33. Understand the background, philosophy, scope, and role of architecture in human life and the environment.
34. Understand the relationship between humans and behavior.
35. Understand various architectural typologies, elements, and the quality of architectural spaces.
36. Understand the methodologies used to explore room functions, dimensions, relationships, and configurations.
37. Understand the planning and design process.
38. Understand the architect's role in the building construction industry, professional associations,

and regulations that govern the architecture profession.

References:

Armstrong, James (2008). Design Matters; The Organisation and Principles of Engineering Design. Springer.