

**THE COMMUNICATION SCIENCE
ONLINE LEARNING STUDY
PROGRAM CURRICULUM
UNIVERSITAS MULTIMEDIA
NUSANTARA**

Drafting Team

Rector of Universitas Multimedia Nusantara

Vice Rector I for Academic Affairs

Head of the Study Program

Deputy Head of the Study Program

Academic Information Bureau

CURRICULUM OF THE COMMUNICATION SCIENCE ONLINE LEARNING STUDY PROGRAM

A. Profile

The Communication Science Online Learning Study Program is designed for students who want to pursue a Bachelor of Communication Science degree with a more flexible study time. Academic learning that is carried out through E-learning allows students to be able to study anywhere and anytime.

Universitas Multimedia Nusantara's communication science online learning study program not only prepares students with theoretical knowledge, but with hands-on practice. This provides students with the opportunity to experience and explore how the industrial world is currently working. Educating students with the knowledge of technological developments (ICT) such as the use of the Multimedia Laboratory and Collabo Hub as their working laboratories in producing communication messages so that graduates have a balanced competence between understanding theory and its implementation in practice to the use of technology in facing the real world. This provision is made-to-measure to the current needs of Industry 4.0. In addition, UMN's communication science online learning has collaborated with Skystar Ventures, a Business Incubator owned by UMN, giving students the opportunity to graduate in three and a half years by forming a project. Through the Fast Track path, Skystar Ventures will provide guidance and will fund students in running their business so that they will be prepared to become entrepreneurs who are able to start their own business ventures and can complete lectures in a shorter time period.

B. Career Prospects and Opportunities

Graduates of the study program can work in the fields of communication, Public Relations, Marketing, Tourism or

other creatives. Some of the job profiles that can be taken are as follows:

- **Corporate Communications**

PR Executive, PR Manager, PR Consultant, Brand Manager, Corporate Communication Officer, Investor Relations Officer, Corporate Secretary, Government Public Relations, Public Speaker, Negotiator, Political Consultant, Social Media Specialist, Researcher, and Lecturer.

- **Marketing Communications**

Account Executive, Marketing Communication Manager, Strategic Planner, Media Planner, Event Organizer, Brand Manager, Copywriter, Political Consultant, Social Media Specialist, Researcher, and Lecturer.

C. Graduate Profile

Graduate profile of the Communication Science Online Learning Study Program includes the following.

1. Professionals in the field of corporate communication and marketing communication who understand the development of technology (ICT) and 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.

D. Expected Learning Outcome

The Communication Science Online Learning study program has 10 (ten) Expected Learning Outcome (ELO) include the following.

Code	ELO
1	Able to become skilled professionals and lifelong learners who have noble character based on the value of religiosity
2	Able to respond 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 other discipline of science to strengthen 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

F. Distribution of Courses per Semester

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.

Semester 1

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	EFK 100	Introduction to Communication Foundation	3			compulsory	
2	EFK 110	Critical and Creative Thinking	2			compulsory	
3	EFK 111	Creative Writing and Storytelling				compulsory	
4	EUM 112	English 1	2			compulsory	
5	EUM 152	Agama	2			compulsory	

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
6	EUM 162	Pancasila	2			compulsory	
7	ESC 1210	Effective Persuasive Communication	3			compulsory	
8	ESC 2009	Business Principles & Communication	3			compulsory	
TOTAL CREDIT SEMESTER 1			20				

Semester 2

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	EFK 201	Interdisciplinary Communication Foundations	3			compulsory	
2	EFK 205	Bahasa Indonesia for Communication	2			compulsory	
3	EFK 215	Visual and Photographic Communication	2	1		compulsory	
4	ESC 253	Design Thinking	2			compulsory	
5	ESC 254	Introduction to Corporate Communications	3			compulsory	
6	ESC 255	Introduction to Marketing Communications	3			compulsory	
7	ESC 2208	Business English	2				
8	EUM 163	Civic	2			compulsory	
TOTAL CREDIT SEMESTER 2			20				

Semester 3

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC 3103	Communication and Personal Relationship	3			compulsory	
2	ESC 3104	Intercultural Communication & Conflict Resolution	3			compulsory	
3	ESC 3106	Media & Sociology	3			compulsory	
4	ESC 3107	Quantitative Communication Research Methods	3			compulsory	
5	ESC 3203	Strategic Communication for Organizations	3			compulsory	16
6	ESC 3302	Multimedia Laboratory	2	1		compulsory	
7	ESC 3602	Transmedia & Brand Storytelling	3			compulsory	
TOTAL CREDIT SEMESTER 3			21				

Semester 4

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC 4102	Communication Ethics	3				
2	ESC 4108	Qualitative Communication Research Methods	3		ESC 3107	compulsory	
3	ESC 4400	Digital Strategic Communication & Data Analytics	3			compulsory	
4	ESC 4500	Marketing Public Relations	3			compulsory	
5	ESC 4501	Public Speaking & Presentation Skills	2	1		compulsory	
6	ESC 4502	Media Relations & Publicity Effectiveness	3			compulsory	
7	ESC 4600	Media Planning & The Consumer Journey	3			compulsory	
TOTAL CREDIT SEMESTER 4			21				

Semester 5

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC 5105	Global Communication & Popular Culture	3			compulsory	
2	ESC 5401	Social Media & Mobile Marketing Strategy	3			compulsory	
3	ESC 5503	Issue Management & Crisis Communication	3			compulsory	
4	ESC 5603	Special Event and Brand Activation	2	1		compulsory	
5	ESC 5604	Integrated Brand Campaign	3			compulsory	
6	ESC 5607	Personal & Relationship Selling	3			compulsory	
7	ESC 5608	Direct Marketing and Customer Relationship Management	3			compulsory	
TOTAL CREDIT SEMESTER 5			21				

Semester 6

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC 6304	Creative Media Production	3			compulsory	
2	ESC 6402	Growth Hacking for Start-up Business	3			compulsory	
3	ESC 6504	Corporate Branding & Reputation Management	3			compulsory	16
4	ESC 6505	Writing for Public Relations	2	1		compulsory	
5	ESC 6508	Communication for Sustainable Development	3			compulsory	1-17
6	ESC 6601	Advertising Business & Management	3			compulsory	
7	ESC 6605	Account Planning & Management	3			compulsory	
TOTAL CREDIT SEMESTER 6			21				

Semester 7

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC 7109	Research Seminar Proposal	2	1	ESC 3107, ESC 4108	compulsory	
2	ESC 7303	Art, Copywriting & Creative Strategy	3			compulsory	
3	ESC 7506	Community Relations & Engagement	3			compulsory	1-17
4	ESC 7507	Internal Communication & Corporate Culture	3			compulsory	
5	ESC 7606	Sales Promotion Communication	3			compulsory	
TOTAL CREDIT SEMESTER 7			15				

Semester 8

Num.	Course Code	Course Name	Credit		Prerequisite Course Code	Compulsory/ Elective	SDG
			Lect	Lab			
1	ESC8110	Thesis	6		ESC 7109	compulsory	
TOTAL CREDIT SEMESTER 8			6				

G. Additional Information

1. The number of credits that must be taken to achieve a Bachelor of Communication Science is a minimum 144 credits.
2. The pass grade for all courses is C (55) except for the program quality assurance course studies.
3. The pass grade for the study program quality assurance course is B (70) for the following courses:

Num.	Course Code	Course Name	Credit	
			Lect	Lab
1	EFK 100	Introduction to Communication Foundation	3	
2	EFK 201	Interdisciplinary Communication Foundations	3	
3	ESC 254	Introduction to Corporate Communications	3	
4	ESC 255	Introduction to Marketing Communications	3	