



Module Description

BoCS

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1st Semester

Description of English I

Course unit title	English I
Course unit code	UM 122
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 st Semester
Number of ECTS credits allocated	3.36
Name of lecturer(s)	Drs. Yohanes Langgar Billy, M.M.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO C (Working Environment) - Able to generate ideas individually and/ or in group works. CLO 1 – Students able to give explanations, opinions, plans, and conversation on daily life topics.
Mode of delivery (face-to-face, distance learning)	Face to face, synchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course is especially designed to enable the students to gain acquired language abilities and competencies to achieve the CEFRL, (2018) (Common European Framework of Reference for Languages) B1 level outcomes and get ready for B2 course. Level B1 corresponds to independent users of the language, i.e., those who have the necessary fluency to communicate without effort with the speakers of the target language. It is important to bear in mind that the Common European Framework of Reference for Languages (CEFRL) is the system that defines and explains the different levels of oral and written expression and comprehension for languages such as English. In addition, it is also designed to accommodate the necessities of UMN to establish standards for the learner/user of English and to anticipate the general trend of internationalization or globalization that UMN is now facing so that the students of UMN can have an international perspective and are highly competent in their fields of study, in addition to having an entrepreneurial spirit and moral character, which are aligned with the UMN vision. In this context, therefore, speaking production and interaction are given the utmost emphasis throughout the program.

Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. TBA
Planned learning activities and teaching methods	Lecture, Group Discussions, Case Study
Language of instruction	English
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (On Site E-learning) : 30% 2. Final Semester Exam (On Site) : 40% 3. Activities (Group & Individual Assignment) : 30%

Description of Religion

Course unit title	Religion
Course unit code	UM 152
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	1 st Semester
Number of ECTS credits allocated	3.36
Name of lecturer(s)	Simon P. Wenehenubun, S.S., M.M
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO A (Ethics Value) - Able to adapt and implement ethics and continuous improvement in design process. ELO C (Working Environment) – Able to generate ideas individually and/ or in group works. CLO 1 - Formulate solutions to social problems in society based on the concept of a faithful and moral person. CLO 2 - Implement caring attitudes and actions as a form of experiencing faith. CLO 3 - Apply learning skills (critical thinking, creativity, collaboration) in the learning process.
Mode of delivery (face-to-face, distance learning)	Face to face, synchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course aims to prepare students to be able to take a responsible attitude and change their behavior to a good one. The main material of Religion includes the nature of humans, humans as faithful (religious) beings, and humans as moral beings. In lectures, students learn to think critically and reflect and analyze social, moral, and religious issues that exist in Indonesian society. From this process, students are expected to be able to take good and responsible attitudes and behaviors. The learning process uses a combination of synchronous learning of twelve meetings and asynchronous learning of two meetings. The methods used are cooperative learning and student-centered learning methods using Indonesian.
Recommended or required	1. TBA

reading and other learning resources/tools (Please make sure you submit the most updated information)	
Planned learning activities and teaching methods	Lecture, Group Discussions, Case Study
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (On Site) : 30% 2. Final Semester Exam (On Site) : 30% 3. Activities (Group & Individual Assignment) : 40%

Description of Pancasila

Course unit title	Pancasila
Course unit code	UM 162
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 nd Semester
Number of ECTS credits allocated	3,36
Name of lecturer(s)	Kanon Mommsen Wongkar, S.H., M.H
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO C (Working Environment) - Able to generate ideas individually and/ or in group works. CLO 1 - Students are able to provide solutions regarding the contextual implementation model of public ethics as an implementation of Pancasila values.
Mode of delivery (face-to-face, distance learning)	Face to face, synchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	The Pancasila education at Universitas Multimedia Nusantara aims to cultivate national character and deepen students' understanding of the state ideology. This objective is achieved through the study of Pancasila from the perspective of public ethics and the promotion of simple living, social care, and environmental consciousness. The relevance of public ethics, embodied in these values, is explored through the study of the history of Pancasila, its role as the state ideology and source of law, its philosophical and ethical foundations, and its application as the foundational values for scientific development. Furthermore, students reflect on UMN's core values, particularly caring, credible, and customer delight, to deepen their understanding of public ethics.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. TBA

Planned learning activities and teaching methods	Lecture, Group Discussions, Case Study
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (On Site E-learning) : 30% 2. Final Semester Exam (On Site) : 30% 3. Activities (Group & Individual Assignment) : 40%

Description of Introduction to Communication Foundation

Course unit title	Introduction to Communication Foundation
Course unit code	MSC 1000
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	1 st Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	• Dr. Indiwana Seto W., M. Si • Dr. Arsa Widitarsa Utoyo, • Dr. Henilia Yulita, S.E, M.M., M.I.Kom • Dr. Kristina Nurhayati, M.I.Kom • Dr. Adi Widjono • Dr. Ahmad Toni • Dr. Sari Monik Agustin • Dr. Wahyuningsih Subekti • Dr. Novita Damayanti
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CLO-1 : Students are able to respond to and understand communication issues using communication theories and research methods based on logical, critical, and systematic thinking. (C2, A2) CLO-2 : Students are able to value ideas and apply solutions to resolve communication problems in accordance with legal norms, social norms, and prevailing ethics in society. (C3, A3) CLO-3 : Students are able to build knowledge about understanding, history, and fundamental aspects in the study of communication science. (C2) CLO-4 : Students are able to comprehend knowledge to identify, organize, and discover communication studies in

	various contexts of human communication logically, critically, and systematically. (C2, A2) CLO-5 : Students are able to apply communication studies and understand the study map, history, social effects, and career prospects in the field of communication. (C3, A3)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	The Introduction to Communication Foundation (compulsory course) gives introduction for students in the first year. It provides a base for thinking in navigating/exploring the study of communication science as part of social science disciplines that discuss human interaction as a manifestation.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Pengantar Ilmu Komunikasi ,Sari monik DKK , First Edition . PT Penamuda Media, 2024 2. DeVito, Joseph A. 2016. <i>Human Communication the Basic Course</i>, 13th Edition. Boston: Pearson Int. 3. Mulyana, Deddy. 2017. <i>Pengantar Ilmu Komunikasi Suatu Pengantar</i>. Bandung: Rosdakarya. 4. Ruben, Brent D & Lea Stewart. 2020. <i>Communication and Human Behavior</i>, 5th Edition, Boston: Pearson Education, Inc. 5. Wood, Julia T. 2018. <i>Komunikasi: Teori dan Praktik (Komunikasi dalam Kehidupan Kita)</i>. Terjemahan. Jakarta: Salemba Humanika 6. DeVito, Joseph A. 2017. <i>Essentials of Human Communication</i>, 9th Edition. Boston: Pearson Int. 7. Adler, Ronald B. & Rodman, George. 2020. <i>Understanding Human Communication</i>, 9th Edition. Oxford: Oxford University Press, Inc.
Planned learning activities and teaching methods	Lecturing, Group Discussions, Case Study Presentation
Language of instruction	English/Indonesia

Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assessment method that are dominant in this course are essay and case study. - Mid Semester Exam (Take Home) 30% - Format: Take-home essay and case study analysis. - Scope: Covers content from Chapters 1-7 of the course material. - Structure: Students are required to answer 3 essay questions. Each question is designed to test their ability to apply communication theories to real-life scenarios or hypothetical case studies. - Objective: Assess the understanding of foundational concepts in communication. Evaluate students' critical thinking and analytical skills in applying theories to case studies. - Final Semester Exam (Take Home) 30% • Format: Take-home essay and case study analysis. • Scope: Focuses on content from Chapters 8-14 of the course material. • Structure: Similar to the mid-semester exam, students answer 3 essay questions requiring in-depth analysis and theoretical application. • Objective: • Test students' ability to integrate and synthesize advanced communication concepts. • Assess their skill in analyzing and solving complex communication cases. - Individual Assignment (Case Study, Group Discussion, Presentation) 40%[MF4] Components: • Case Study Analysis: Students work on specific communication scenarios to identify issues, propose solutions, and connect theory to practice. • Group Discussions: Collaborative learning sessions to encourage diverse perspectives and teamwork. • Presentations: Students present their findings or analyses to demonstrate their understanding and communication skills. Objective: • Develop practical skills in identifying and addressing communication challenges. • Encourage independent research, group collaboration, and effective communication delivery.
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Description of Critical & Creative Thinking

Course unit title	Critical and Creative Thinking
Course unit code	MSC 1101/2 SKS
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	1 st Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Drs Steven Madyo Sukarto , Mdiv (Team Coordinator) Doni Koesoema, Albertus , Med Nona Evita. BA (Hons) , MA Dr. Hendri Prasetya
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not applicable

Course content and Objectives	Course Content This course teaches basic Critical and Creative Thinking concepts such as definitions, terms, nine universal intellectual criteria, critical thinking, and creative thinking. This course discusses the nature of critical thinking, different ways of thinking, identifying different obstacles and mistakes in critical thinking. In essence, a critical and creative thinking course provides a framework for developing essential cognitive skills that are valuable in all aspects of life, from personal decision-making to professional success. Course Objectives ▪ Equip students with the ability to think critically and creatively in both academic and professional settings. ▪ Enhance problem-solving skills and decision-making abilities. ▪ Foster a mindset of continuous learning, reflection, and adaptation. ▪ Prepare individuals for leadership roles and positions requiring innovative thinking. After completing this course, students will be able to ▪ CLO1 .interpret the development and implementation of ICT in the field of strategic communication, based on logical, critical, systematic, and innovative thinking. (C2) ▪ CLO3 .implement creative ideas and run production through various channels in strategic communication industry. (C3) ▪ CLO6 design an innovative and collaborative projects in groups (C6) by looking comprehensively to human, technological and business aspects.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Compulsory reading: Gregory Bassham, dkk. 2011. <i>Critical Thinking: A Student's Introduction. 4th Edition</i>. New York: McGraw Hill, Sihotang, K., dkk. 2012. <i>Critical Thinking: Membangun Pemikiran Logis</i>. Jakarta: Pustaka Sinar Harapan., Sihotang, K, 2019. <i>Berpikir Kritis, Kecakapan Hidup di era digital</i>, Yogyakarta, Penerbit PT Kanisius 2. Lecturing materials , prepared by Steven, 2024, consist of 14 sets, Power Point, 3. Article : Churches, A. 2008. <i>Bloom's Digital Taxonomy</i>. http://www.ccconline.org/wp-content/uploads/2013/11/Churches_2008_DigitalBloomsTaxonomyGuide.pdf
Planned learning activities and teaching methods	Lecturing, Group Discussions, Case Study, Group Assignment, Project Presentation
Language of instruction	English/Indonesia

Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assessment method that are dominant in this course are essay, case study, project. Midterm Exam (Onsite) 25% Format: Essay and case analysis. Scope: Covers content from Chapters 1-7 of the course material. Structure: Consist of 3 number of questions. Students are required to answer 3 essay questions. Each question is designed to test their ability to apply critical and creative thinking theories to real-life scenarios or hypothetical case. Objective: Assess the understanding of foundational concepts in critical and creative thinking. Evaluate students' understanding and analytical skills in applying theories to cases. Final Exam (Onsite) 35% Format: Essay and case problem solving . Scope: Covers content from Chapters 8 -14 of the course material. Structure: Consist of 3 number of questions. Students are required to answer 3 essay questions. Each question is designed to test their ability to apply critical and creative thinking theories to real-life cases . Objective: Assess the understanding of foundational concepts in critical and creative thinking. Evaluate students' understanding and analytical skills in applying theories to cases.
	Project : Group Assignment (Project and Presentation) 40% Project : Product Development Students will be assigned with creating a new product or service that addresses a specific need or solves a particular problem, such as writing a book or developing an application. Objectives: ▪ The primary goal is enhancing higher-order thinking, by moving beyond rote memorization and simple recall to develop skills like analysis, evaluation, and synthesis. ▪ Students will improve problem solving skills through learning to identify problems, analysing their root causes, and developing effective solutions. ▪ Assignments will encourage students to think outside the box (creativity), generate new ideas, and explore unconventional approaches. ▪ Students will learn to Critical Evaluation by evaluating information, identifying biases, and assessing the validity of arguments. ▪ Encourage Collaboration and Communication. Many scenarios will involve teamwork, requiring students to communicate their ideas effectively and work together to achieve a common goal. ▪ Develop Emotional Intelligence. Some scenarios might require students to consider the emotional impact of their decisions and understand different perspectives. Evaluation Components: ▪ Project Proposal Presentation, Problem Analysis: Students (in group) work on specific assignment to identify problem, plans, propose solutions, and connect theory to practice. ▪ Final Project Presentation: Students (in group) present their project result (product or application) to demonstrate their understanding, collaboration, problem solving and communication skills.

Description of Communication and Personal Relationship

Course unit title	Communication and Personal Relationship
Course unit code	MSC1003
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st year
Semester when the course unit is delivered	1 st semester
Number of ECTS credits allocated	7.5
Name of lecturer(s)	Ariel Barlian Obadyah, S.Sos., M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO-01 - CLO -1: Students are capable to understand communication and personal relationship that is based on good will, intention, and mind – C2 ELO-02 - CLO -2: Students are capable to understand the matters of communication and personal relationship using basic theories of interpersonal communication – C2 ELO-02 - CLO -3: Students are capable to respond to the matters of communication and personal relationship using basic theories of interpersonal communication – A2
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not applicable
Course content	The course of Communication and Personal Relationship will discuss how we can engage in interpersonal communication, create, and maintain personal relationship. The course will contain the foundation of interpersonal communication, culture in interpersonal communication, perception and the self in interpersonal communication, gender identity and discrimination, verbal and nonverbal messages, listening in interpersonal communication, emotional messages, conversational messages, interpersonal relationship stages and communication, theories, and types, interpersonal conflict and conflict management, and interpersonal power and influence. The learning process will also discuss the influence of communication technology in communication context and personal relationship. In every meeting, students will be encouraged to discuss, to analyze cases, and to respond to the daily life matters of communication and personal relationship.
Recommended or required	1. DeVito, Joseph A. (2016) <i>The Interpersonal Communication</i> .

reading and other learning resources/tools (Please make sure you submit the most updated information)	16th Edition. United States of America: Pearson Education, Inc. 2. Birowo, Mathilda AMW, Baby Poernomo, dkk (2024). <i>Komunikasi Interpersonal</i>. Yogyakarta. Penerbit Penamuda Media. 3. Wood, Julia T. (2013) <i>Komunikasi Interpersonal: Interaksi Keseharian</i>. Edisi 6. Jakarta: Salemba Humanika. 4. West, Richard dan Lynn H. Turner. (2006) <i>Understanding Interpersonal Communication: Making Choices in Changing Times</i>. UK: Thomson Learning, Inc.
Planned learning activities and teaching methods	• Virtual synchronous: Lecturing, Discussions. • Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, assignments.
Language of instruction	Bahasa Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid Semester Exam (30%) in the form of take-home test of 5 essay questions. • Final Semester Exam (30%) in the form of take-home test of 5 essay questions. • Activities (40%): Individual/Group Assignment

Description Introduction to Strategic Communication

Course unit title	Introduction to Strategic Communication
Course unit code	MSC 1102
Type of course unit (compulsory, elective)	compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	first cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	1 st semester
Number of ECTS credits allocated	
Name of lecturer(s)	1. Selvi Amalia, S.Pi., M.Si. 2. Eduard Depari, M.A., M.Sc. 3. Adhi Gurmilang, S.Sos., M.Si. 4. Azelia Faramita, S.Si., M.M. 5. Heryadi Silvianto, S.Sos., M.Si. 6. Anton Binsar, S.Sos., M.Si. 7. Muhammad Mirza, S.I.Kom., M.I.Kom. 8. Hanif Suranto, S.Sos., M.Si. 9. Dani Akhyar, S.T., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CPL-2: Able to respond and understand communication problems using communication theories and research methods based on logical, critical, and systematic thinking (C2, A2); CPL-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 (C3, A3)
Mode of delivery (face-to-face, distance learning)	face-to-face
Prerequisites and co-requisites (if applicable)	
Course content	This course emphasizes how entities (corporations, non-profits, governments, 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 subject discusses the role of strategic communication, strategic communication management levels, stakeholders, strategic communication messages, strategic communication media, strategic communication planning
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Holtzhausen D, JA Fullerton, BK Lewis, D Shipka. (2021). Principles of Strategic Communication. New York-London : Routledge 2. Nothhaft H, Werder KP, Verčič D, Zerfass A, editors. (2020). Future Directions of Strategic Communication. 1st ed. New York : Routledge.
Planned learning activities and teaching methods	Lecturing, Group Discussions, Desk Research, Case Study Presentation,
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assessment method that are dominant in this course are essay, case study & discussion through assignment. A. Mid Semester Exam (Take Home) 30% • Format: On site essay. • Scope: Covers content from Chapters 1-7 of the course material. • Structure: Students are required to answer 4 essay questions from 6 questions. Each question is designed to test their ability to apply strategic communication concept & theories to real-life scenarios or hypothetical case studies. • Objective: Assess the understanding of foundational concepts in strategic communications. B. Final Semester Exam (Take Home) 30% • Format: On site essay. • Scope: Focuses on content from Chapters 8-14 of the course material. • Structure: Similar to the mid-semester exam, Students are required to answer 4 essay questions from 6 questions. Each question is designed to test their ability to apply strategic communication concept & theories to real-life scenarios or hypothetical case studies.

	• Objective: Evaluate students' understanding, critical thinking and analytical skills in applying concept & theories of strategic communication to case studies. C. Assignment (Case Study, Group Discussion, Presentation, & Individual Assignment) 40% Components: • Case Study Analysis: Students work on specific strategic communication scenarios to identify issues, propose solutions, and connect theory to practice. • Group Discussions: Collaborative learning sessions to encourage diverse perspectives and teamwork. • Presentations: Students present their findings or analyses to demonstrate their understanding and strategic communication skills. • Individual assignment: Student identifying lesson they learned from guest lecturer. Objective: • Develop practical skills in identifying and addressing strategic communication challenges. • Encourage independent research, group collaboration, and effective strategic communication delivery.
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Description of Business Principles

Course unit title	Business Principles
Course unit code	MSC 1103
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	1 st Semester
Number of ECTS credits allocated	5.04 ECTS
Name of lecturer(s)	Anton Binsar, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 1 - Able to become skilled professionals and lifelong learners who have noble character based on the value of religiosity. ELO 2 - Able to respond and understand communication problems by using theories and methods of communication research based on logical, critical, and systematic thinking. ELO 5 - Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise. ELO 10 - Able to create an ICT-based entrepreneurship program in the field of communication.
Mode of delivery (face-to-face, distance learning)	Face-to-Face
Prerequisites and co-requisites (if applicable)	None
Course content	This course studies the principles of business and ethics, as well as the role of communication in its execution. The course provides students with the ability to analyze industry developments, especially in the communication industry, and their impact on the business world. Students will be taught to plan, operate, and develop a business with strong ethics.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	Main Lawrence J. Gitman, et.al, 2018, Introduction to Business, Texas: Openstax Additional/Supporting 1. Business Principles and Enterprise (2019)

	2. Mareketing 4.0 : From Product to Costumer to the Human Spirit. Philip Kotler 2016 3. Dasar-Dasar Komunikasi, Suci R. Mar' Ih Koesomowidjojo, M.Si. (2020) 4. Digital Marketing Strategy, Simon Kingsnorth, (2016) 5. Business Model Generation, Alexander Osterwalder & Yves Pigneur, (2010) 6. Komunikasi Bisnis : Strategi Komunikasi dalam Mengelola Bisnis, Feriyanto, Andri, dan Endang Shyta Triana (2015)
Planned learning activities and teaching methods	1. Face-to-Face lecturing, discussion, case study presentation, tutoring 2. Asynchronous learning: access lecture materials in LMS, discussing in online forum Discussion, online assignment, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid-Semester Exam (UTS): 30% 2. Final Semester Exam (UAS): 40% 3. Assignments, Quizzes, Forums, Participation: 30%

2nd Semester

Description of English 2

Course unit title	English 2
Course unit code	UM223
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	First year
Semester when the course unit is delivered	Second semester
Number of ECTS credits allocated	2
Name of lecturer(s)	Floreance Sahertian, S.S, M.Pd
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	At the end of this course, students are able to use the skills and knowledge from this course as a communication graduate in beginner/intermediate level with competences as follow: CLO 1: Students are able to understand important grammatical tenses in English for the purpose of work and leisure including job interviews, business introduction and product presentation) – (C2, A2); CLO 2: Students are able to communicate with a good command of English for the purpose of business liaisons and to engage in business meetings with appropriate etiquette) – (C2, A2). CLO 3: Students are able to show professional skills of English during interpersonal communication in business context, problem solving and negotiation) – (C3, P5); CLO4: Students are able to produce professional written content for business purposes in English) – (C3, P5).
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not applicable

Course content	In Business English, students will be taught elementary knowledge pertaining to English as a language used in business settings. Through this module, students are enabled to communicate well using proper vocabulary and produce writing contents in English for business purposes. The pedagogical method used in lectures includes emphasis on the acquisition of English vocabulary and grammar for professional use, communication etiquette in business environments, and strategic guidance to excel in job interviews, business meetings, giving presentations, negotiation, writing job application letters and emails using English. This module will also highlight the difference between British and American English, therefore adding a cultural background to the students' learning. The students' accomplishment on this module will be based on theory implementation/practices during lectures, individual and/or group assignment and independent learning.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1 Cotton, David; Falvey, David; Kent, Simon .(2014). <i>Market Leader. Elementary Business English</i>. Edinburg Gate, Harlow, Essex CM20 2 JE, England, Pearson Education Limited. 2. Shearn, Richard; Ferris, Andrew; Tackett, Greg. (2015). <i>English at Work</i>. Indonesia Edition. Jakarta: Cengage Learning Asia. 3.. Stephenson,Helen; Hughes,John; Dummett,Paul;Cook, Rolf; Pedretti,Mara; Colin,Benn (2020). <i>Success with Business</i>. National Geography English Learning.
Planned learning activities and teaching methods	1. Project-based learning: Students identify a real-world problem and develop a solution. 2. Student Presentation 3. Classroom Discussion 4. Inquiry-Based Learning
Language of instruction	English
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assessment methods are mainly based on Business English Reading, Writing (Company Profile, Copywriting and Pitching/Presentation/Visual Message that include English structure, business English vocabulary, phrases and terminology) Mid Semester Exam (Take Home) 30% Format: take-home business reading and writing questions that include English structure, vocabulary, phrases and terminology

	Scope: Covers all materials from meeting 1 to 7 of the course Structure: Students are required to read current business articles for example “Agile Working” or “AI in business communication” that refers to the use of artificial intelligence technologies to enhance and automate various aspects of corporate communication, including customer interactions, internal collaboration, content creation, etc. Afterwards, students answer some questions to check their comprehension (Reading Comprehension) In addition, Students read again the current business article carefully, identify and list down the sentences that use past tense and passive voice (Grammar Focus) Finally, Students make their own sentences using some business terminologies from the reading article (Vocabulary Development) Objective: 1. Students are able to understand the reading text (C2) 2. Students are able to group the use of past tense and passive voice in the reading text (C2) 3. Students are able to implement some business terminologies from the reading text by making their own sentences (C3) Final Semester Exam (Take Home) 30% Format: take-home business writing and presentation Scope: Covers all materials from meeting 8 to 14 of the course. Structure: Students write a company profile using correct sentence structure, tenses and proper business English phrases/terminology (Business English Writing). Objective: 1. Students are able to produce English written contents at professional level for business communication, such as company profile (C6) Individual Assignment (40%) Business Report/Executive Summary: Students going to learn how to write a simple business report with four sections: 1. Introduction 2. Findings 3. Conclusions 4. Recommendations Let’s look at an example. The Kingsley Helpdesk Operation has a high rate of employee turnover and a team of Human Resources executives from head office have been asked to look into it and write a report giving suggestions on how to address the problem. Objective: provide accurate and relevant information that aids informed decision-making. These reports present data, analysis, and recommendations in a structured format, empowering organizations to address challenges, seize opportunities, and strategize for success.
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Description of Civic

Course unit title	Civics
Course unit code	UM 163
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd Year
Semester when the course unit is delivered	3 rd Semester
Number of ECTS credits allocated	3.36
Name of lecturer(s)	Kanon Mommsen Wongkar, S.H., M.H
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO A (Ethics Value) - Able to adapt and implement ethics and continuous improvement in design process. ELO C (Working Environment) - Able to adapt and implement ethics and continuous improvement in design process. CLO 1 - Students are able to provide solutions to a national problem. CLO 2 - Students are able to apply self-discipline (smart discipline) and an attitude of service to others (customer delight) as Campus Citizens
Mode of delivery (face-to-face, distance learning)	Face to face, synchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course aims to build awareness of Multimedia Nusantara University (UMN) students as responsible Indonesian Citizens (WNI). Being a responsible citizen means being a person with integrity, based on the values of caring, being credible, and prioritizing others (customer delight) and being sensitive to issues while being able to respond to them through action.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Nurwardani, Paristiyanti et.al (2016) Pendidikan Kewarganegaraan untuk Perguruan Tinggi. Bab 8 Bagaimana Dinamika Historis dan Urgensi Wawasan Nusantara. 209-273.
Planned learning activities and teaching methods	Lecture, Group Discussions, Case Study
Language of instruction	English/Indonesia

Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (On Site) : 22% 2. Final Semester Exam (On Site) : 38% 3. Activities (Group & Individual Assignment) : 40%
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Description of Design Thinking

Course unit title	Design Thinking
Course unit code	MSC 2104
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 nd Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Drs Steven Madyo Sukarto , Mdiv (Team Coordinator) Doni Koesoema, Albertus , Med Nona Evita. BA (Hons) , MA Dr. Hendri Prasetya
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• CPMK1 Students are able to understand the history, concept and principles of Design Thinking in the Context of ICT and Industrial Relation 5.0 • CPMK2 Students are able to understand human issues through the process of Emphasize and Observation according to the principles of Design Thinking. • CPMK3 Students are able to find the core needs of human society through the define process according to the rules of Design Thinking • CPMK4 Students are able to visualize and develop alternatives and select the best one in responding to human needs through Ideation process according to the rules of Design Thinking • CPMK5 Students are able to visualize the best choice of solution, product or service, through a prototyping and testing process according to rules of Design Thinking • CPMK6 Students are able to create a programmed, both commercial and social, from a product or service based on Design Thinking Stages • CPMK7 Students are able to make a final launching preparation of product or service • CPMK8 Students are able to conduct launching of product or service
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous

Prerequisites and co-requisites (if applicable)	Not applicable
Course content	The Design Thinking course teaches Strategic Communication students structured thinking, collaboration, and problem solving to address current needs and predict future needs. In practice, through stages, the design process is a structured framework for identifying problems, gathering information, finding the core of the problem, developing and generating potential alternative solutions, refining ideas, and testing solutions. At the end of the Design Thinking course, students are able to produce a comprehensive problem-solving program proposal related to the Strategic Communication object, which will be used as a final project topic.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Ambrose, G. dan Harris, P. 2010. <i>Design Thinking</i>. Lausanne, Switzerland: AVA Publishing SA 2. Bloom, Benjamin S. 1956. <i>Taxonomy of Educational Objectives</i>. Boston, MA: Allyn and Bacon. 3. Brown, T. dan Katz, B. 2009. <i>Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation</i>. HarperCollins Publisher. 4. Brown, T. 2008. "Design Thinking" , <i>Harvard Business Review</i>, Juni 2008, hlm. 1-10. 5. Design Thinking for Communications Professionals: How Design Thinking processes can help you shape organizational stories that connect. (https://www.prsa.org/network/_includes/storytell.pdf) 6. An Introduction to Design Thinking PROCESS GUIDE (https://dschool.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModuleGuideBOOTCAMP2010L.pdf?sessionID=e62aa8294d323f1b1540d3ee21e961cf7d1bce38)
Planned learning activities and teaching methods	Lecturing, Group Discussions, Case Study, Group Assignment, Project Presentation
Language of instruction	English/Indonesia

Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assessment method that are dominant in this course are essay and case study. Midterm Exam (Onsite) 25% Format: Essay and case analysis. Scope: Covers content from Chapters 1-7 of the course material. Structure: Consist of 3 number of questions. Students are required to answer 3 essay questions. Each question is designed to test their ability to apply design thinking theories to real-life scenarios or hypothetical case. Objective: Assess the understanding of foundational concepts in design thinking. Evaluate students' understanding and analytical skills in applying theories to cases. Final Exam (Onsite) 35% Format: Essay and case problem solving . Scope: Covers content from Chapters 8 -14 of the course material. Structure: Consist of 3 number of questions. Students are required to answer 3 essay questions. Each question is designed to test their ability to apply design thinking theories to real-life cases, from the . Objective: Assess the understanding of foundational concepts in design thinking. Evaluate students' understanding and analytical skills in applying theories to cases.
	Group Assignment (Project and Presentation) 40% Components: • Project Proposal Presentation, Problem Analysis: Students (in group) work on specific human issues to identify problem, needs, propose solutions, and connect theory to practice. Final Project Presentation: Students (in group) present their project result (product or application) to demonstrate their understanding and problem solving and communication skills.

Description of Strategic Communication for Organizations

Course unit title	Strategic Communication for Organizations
Course unit code	MSC 2105
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 th Semester
Number of ECTS credits allocated	5.04 ECTS
Name of lecturer(s)	Frenia Triasiholan Aesthetika D.S.Nababan, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 1 – Able to become a skilled professional and a lifelong learner with noble character, grounded in the values of religiosity; ELO 2 – Able to respond to and understand communication problems by applying communication theories and research methods based on logical, critical, and systematic thinking; ELO 5 – Able to analyze changes in the communication industry and environment by implementing knowledge and technology in an original manner according to their area of expertise; ELO 7 – Able to collaborate with other disciplines to strengthen technical aspects in the execution of communication activities.
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Intro to Communication Fondation and Communication Theory
Course content	<i>Strategic Communication for Organizations</i> explores how communication functions within organizations to improve performance, covering topics such as organizational theories, motivation, workplace climate, information flow, technology, leadership, conflict management, and ethics. The course

	emphasizes integrating theory with practice through real-world case studies and current organizational issues. Delivered via a blended learning approach, it combines asynchronous materials on the university's e-learning platform with synchronous sessions for discussion, clarification, and applied analysis. Assessments include quizzes, case-based assignments, and examinations designed to develop students' analytical, strategic, and ethical communication skills.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Pace, R. Wayne dan Don F. Faules. (2005) Komunikasi Organisasi: Strategi Meningkatkan Kinerja Perusahaan. Bandung: PT Remaja Rosdakarya. 2. Miller, Katherine. (2011) Organizational Communication: Approaches and Processes. 6th Edition. USA: Wadsworth, Cengage Learning. 3. Goldhaber, Gerald M. (1974) Organizational Communication. 6th Edition. USA: Wm. C. Brown Communications, Inc Other learning resources: 1. Muhammad, Arni Muhammad. (2001) Komunikasi Organisasi. Jakarta: Bumi Aksara. 2. Shockley-Zalaback, Pamela S. (2009) Organizational Communication: Knowledge, Sensitivity, Skills, Values. 7th Edition. USA: Pearson. 3. Masmuh, Abdullah. (2010) Komunikasi Organisasi dalam Perspektif Teori dan Praktek. Malang: UPT Penerbitan Universitas Muhammadiyah. 4. Birowo, Mathilda AMW. (2012) Becermin Lewat Tulisan. Jakarta: Gramedia Pustaka Utama. 5. Buku, artikel, jurnal, website, dan referensi lainnya yang dapat disesuaikan dengan kebutuhan pembelajaran.
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Assynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid Semester Exam (30%) ☐ Academic essay • Final Semester Exam (40%) ☐ Academic essay • Activities: Individual/Group Assignment ☐ 30%

Description of Bahasa Indonesia for Communication

Course unit title	Bahasa Indonesia for Communication
Course unit code	MSC2106
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	Fisrt Year
Semester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	3.36 ECT
Name of lecturer(s)	Randi Ramliyana, M.Pd.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	Elo 1 – Able to become skilled professional and lifelong learner who have noble character based on the value of religiosity (C2; A2) Elo 3 – Able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethnic that apply in society (C3; A3) Elo 4 – Able to apply creative ideas using multimedia in the communication industry and non-commercial purposes with international insight (C3; P5)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	Bahasa Indonesian for Communication is a course that is able to make students have a positive attitude towards Indonesian language so that they become skilled in applying linguistic elements related to the world of communication, both orally and in writing. The material that will be delivered is the standard of proficiency in Indonesian communication, varieties of communication language, persuasive language of advertising, corporate diplomacy language, journalistic language, persuasive language of electronic media and new media, business communication language, and public service language.
Recommended or required reading and other learning	- Finoza, Lamuddin. 2005. <i>Komposisi Bahasa Indonesia</i>. Jakarta: Diksi Insan Mulia.

resources/tools (Please make sure you submit the most updated information)	- Kuntarto, Niknik M. 2015. <i>Cermat dalam Berbahasa, Teliti dalam Berpikir</i>. Jakarta: Mitra Wacana Media. - Sakim, Budiman. 2018. <i>Story Telling</i>. Yogyakarta: Indonesia Cerdas. - EYD V edition
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Assynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (30%) a Take Home Test : Working on 4 essay questions analytically - Final Semester Exam (30%) a Take Home Test : Working on 4 essay questions analytically & practically - Activities: Individual/Group Assignment a 40%

Description of Introduction to Marketing Communication

Course unit title	Introduction to Marketing Communication
Course unit code	MSC2107
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st year
Semester when the course unit is delivered	2
Number of ECTS credits allocated	3
Name of lecturer(s)	Inco Hary Perdana
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 02: Students are able to understand and expose (C2) strategic communication problems in society related to Communication Science. • ELO 03: Students are able to explore and relate (C3) strategic communication problems in society using the perspective of Communication Science.
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	EFK 100 - Introduction to Communication Foundation
Course content	This course introduces students to the fundamental concepts and practices of marketing communications by exploring its key elements and strategic applications. The discussion begins with the transition from promotion to integrated marketing communications, followed by the role of communication in brand management and consumer behavior. Students will also examine the IMC planning process, including research, competitive analysis, and segmentation, targeting, and positioning strategies. The course further addresses the organization of marketing communications, the persuasive dimension of IMC, and the importance of environmental, regulatory, and ethical issues, including Indonesian Advertising Ethics. In addition, students will learn about traditional media channels, digital marketing, social media, and alternative programs, as well as database marketing and personal selling. We also cover topics such as sales promotion management, public

	relations, and sponsorship programs to offer a comprehensive understanding of IMC practices. Students can connect theoretical understanding with industry practices as the course concludes with a focus on career opportunities in marketing communications.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Andrews, J. C., & Shimp, T. A. (2018). <i>Advertising, promotion, and other aspects of integrated marketing communications (10th ed.)</i>. South-Western Cengage Learning. • Belch, G. E., & Belch, M. A. (2018). <i>Advertising and promotion: An integrated marketing communications perspective (11th ed.)</i>. McGraw-Hill/Irwin. • Clow, K. E., & Baack, D. (2018). <i>Integrated advertising, promotion, and marketing communications (8th ed.)</i>. Pearson Education. • Kotler, P., & Armstrong, G. (2018). <i>Principles of marketing (17th global ed.)</i>. Pearson Education Limited. • Weigold, M. F., & Arens, W. F. (2018). <i>M: Advertising (3rd ed.)</i>. McGraw-Hill Education.
Planned learning activities and teaching methods	• Lectures: Used to deliver core theories, concepts, and best practices in a structured class setting. • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quizzes, discussion forums, and assignments
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): extended response exam. • Final semester exam (40%): case study analysis. • Assignment (30%): assignments, quizzes, and discussion forum participations.

Description of Introduction to Corporate Communication

Course unit title	Introduction to Corporate Communication
Course unit code	MSC 2108
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1st Year
Semester when the course unit is delivered	2nd Semester
Number of ECTS credits allocated	
Name of lecturer(s)	1. Azelia Faramita 2. Dewi Warhamni 3. Eduard Depari 4. Heryadi Silvianto 5. Intan Primadini 6. Kristina Nurhayati 7. Mathilda Agnes Maria Wowor 8. Nike Putri Yunandika
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CLO 2 – Able to respond to and understand communication problems by applying communication theories and research methods based on logical, critical, and systematic thinking. (C2, A2) CLO 3 – Able to value ideas and implement solutions to address communication problems in accordance with applicable legal norms, social norms, and ethics in society. (C3, A3)
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	Not applicable
Course content	This course teaches students to understand the basic concepts and holistic approaches of Corporate Communication. Emphasis will be placed on mastering the scope of Corporate Communication activities such as Media Relations, Community Relations, Corporate Communication planning, Marketing Corporate Communication, Crisis Management, as well as the

	role of Corporate Communication in Marketing and Corporate Communications.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	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.
Planned learning activities and teaching methods	Lecturing, Group Discussions, Case Study Presentation
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid-Term Test - Form: On-site written examination, essay format. - Weight: 30% of the final grade. - Coverage: Content from Chapters 1-7 (definitions, dimensions, elements, and applications of corporate communication, identity, culture, and reputation). - Criteria: ○ Accuracy and completeness of concepts ○ Application of theory to examples ○ Clarity and structure of answers • Final Test - Form: On-site written examination, essay format. - Weight: 30% of the final grade. - Coverage: Content from Chapters 8–14 (corporate brand, branding, crisis communication, advertising, media relations, social media, CSR, and community relations). - Criteria: ○ Accuracy and completeness of concepts ○ Application of theory to real cases ○ Clarity and structure of answers • Other Assessments (Total: 40% of the final grade) - Quizzes: 20% ○ 2 quizzes (each 10%) based on chapter 7 and 13. ○ Criteria: correct answers, relevance, and clarity. - Assignments / Papers: 20% ○ Group project on community relations and SDGs (linked to chapter 14). Criteria: completeness of information and depth of analysis.

Description of Communication Ethics

Course unit title	Communication Ethics
Course unit code	MSC2002
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 nd Semester
Number of ECTS credits allocated	5.22
Name of lecturer(s)	Khairul Syafuddin, S.I.Kom., M.A. Dr. Bonifacius Hendar Putranto Dr. A.G. Eka Wenats Wuryanta Dr. Henilia Yulita Dr. Hendri Prasetya, S.Sos., M.Si. Nur Budi Hariyanto, M.Si. Dr. Adi Widjono Muhamad Heychael, S.I.Kom., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CLO-1 : Students are able to become skilled professionals and lifelong learners with noble character and based on religious values. (C2, A2) CLO-3 : Students are able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society. (C3, A3) CLO-5 : Students are able to analyze changes in the industry and communication environment by implementing science and technology in an original manner according to their field of expertise. (C4, P4)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course discusses communication ethics including the basic concepts and theories of general ethics, basic concepts and

	theories of communication ethics, and applied communication ethics in the fields of interpersonal communication, organizational communication, public communication, mass communication, intercultural communication, political communication, and digital communication, including several current issues in various fields of communication.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Arneson, P. (Ed.). (2007). <i>Perspectives on Philosophy of Communication</i>. Indiana: Purdue University Press. 2. Baran, S.J. (2010). <i>Introduction to Mass Communication: Media Literacy and Culture</i>. New York: McGraw-Hill. 3. Bertens, K. (2011). <i>Etika</i>. Jakarta: Gramedia Pustaka Utama. 4. Blumler, J.G. & Gurevitch, M. (1995). <i>The Crisis of Public Communication</i>. New York, NY: Routledge. 5. Cheney, G., May, S., & Munshi, D. (Eds.). (2011). <i>The Handbook of Communication Ethics</i>. New York, NY: Routledge. 6. Christians, C.G., Fackler, M., Richardson, K.B., Kreshel, P.J., & Woods, R.H. (2017). <i>Media Ethics: Cases and Moral Reasoning</i>. New York, NY: Routledge. 7. Davisson, A. & Booth, P. (2016). <i>Controversies in Digital Ethics</i>. New York: Bloomsbury Academic. 8. Deigh, J. (2010). <i>An Introduction to Ethics</i>. Cambridge: Cambridge University Press. 9. Engel, B. (2002). <i>The Emotionally Abusive Relationship: How to Stop Being Abused and How to Stop Abusing</i>. Hoboken, NJ: Wiley. 10. Ess, C. (2014). <i>Digital Media Ethics</i>. Malden, MA: Polity Press. 11. Floyd, K. (2011). <i>Interpersonal Communication</i>. New York, NY: McGraw-Hill. 12. Frey, R.G., Welman, C.H. (Eds.). (2003). <i>A Companion to Applied Ethics</i>. Malden, MA: Blackwell.

	13. Gensler, H.J. (2011). <i>Ethics: A Contemporary Introduction</i>. New York: Routledge 14. Goldhaber, G.M. (1986). <i>Organizational Communication</i>. Dubuque, Iowa: WCB. 15. Graham, G. (2004). <i>Eight Theories of Ethics</i>. London: Routledge 16. Hanska, Ahy, M. (2012). <i>Public Communication as Ideal and Practice: Definitions of the Common Good in Persian-Language Transnational Newswork</i>. Dissertation: Department of Media and Communication. London School of Economics and Political Science. 17. Hardiman, F.B. (1993). <i>Menuju Masyarakat Komunikatif</i>. Yogyakarta: Penerbit Kanisius. 18. Haryatmoko. (2007). <i>Etika Komunikasi: Manipulasi Media, Kekerasan, dan Pornografi</i>. Yogyakarta: Kanisius. 19. Haryatmoko. (2011). <i>Etika Publik: Untuk Integritas Pejabat Publik dan Politisi</i>. Jakarta: Gramedia Pustaka Utama. 20. Martin, J.N., Nakayama, T.K. (2021). <i>Intercultural Communication in Context</i>. New York: McGraw-Hill. 21. Neher, W.W. (2020). <i>Communicating Ethically: Character, Duties, Consequences, and Relationships</i>. New York, NY: Routledge. 22. Eadie, W.F. (Ed.). (2009). <i>21st Century Communication: A Reference Handbook</i>. Thousand Oaks, CA: Sage.
Planned learning activities and teaching methods	Lecturing, Group Discussions, Case Study Presentation
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	Course assessments are determined by taking the following components into account: 1. Mid-Semester Exam (30%) • Format: Students take the Mid-Semester Exam in the classroom. • Scope: Lecture material from Chapters 1-7.

	• Structure: Students answer descriptive questions for each problem. • Objective: Measures students' understanding of the material they have studied. 2. Final Semester Exam (40%) • Format: Students take the Final Semester Exam in the classroom. • Scope: Lecture material from Chapters 8-14. • Structure: Students answer descriptive questions for each problem. • Objective: Measures students' understanding of the material they have studied. 3. Structured Assignments: a. Group Papers and Presentations (20%) • Format: Create a presentation and essay related to a case study in the field of communication ethics. • Scope: Focuses on Chapters 6-13 of each course. • Objective: Students will be able to relate communication ethics issues to the topic being analyzed. b. Student Activity (10%) • Student activeness in asking questions and responding to discussions in each meeting. The final semester exam is the most important assessment method.
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3rd Semester

Description of Interdisciplinary Communication Foundations

Course unit title	Interdisciplinary Communication Foundations
Course unit code	MSC3001
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st year
Semester when the course unit is delivered	2
Number of ECTS credits allocated	3
Name of lecturer(s)	Inco Hary Perdana
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 02: Students are able to understand and expose (C2) strategic communication problems in society related to Communication Science. • ELO 03: Students are able to explore and relate (C3) strategic communication problems in society using the perspective of Communication Science.
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	EFK 100 - Introduction to Communication Foundation

Course content	This course introduces students to the fundamental theories and traditions in Communication Science, providing a comprehensive foundation for identifying and analyzing strategic communication problems across various contexts. By learning about important ideas in different types of communication—like how people talk to each other, how groups work, how organizations communicate, and how culture affects communication—students will understand how communication influences social interactions and cultural changes. The course also explores contemporary theories and the impact of new media, preparing students to critically engage with communication practices in a rapidly evolving digital landscape. By the end of the course, students are expected to develop analytical skills and theoretical insights that enable them to connect communication theory with real-world issues and strategic challenges in society.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Griffin, E., Ledbetter, A., & Sparks, G. (2019). <i>A first look at communication theory</i> (10th ed.). McGraw-Hill Education. • West, R. L., & Turner, L. H. (2021). <i>Introducing communication theory: Analysis and application</i> (7th ed.). McGraw-Hill Education.
Planned learning activities and teaching methods	• Lectures: Used to deliver core theories, concepts, and best practices in a structured class setting. • Tutorials: Held outside the regular class schedule, particularly for practical and skills-based courses such as media production, writing for media. • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quizzes, discussion forums, and assignments
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): extended response exam • Final semester exam (30%): case study analysis • Assignment (40%): assignments, quizzes, and discussion forum participations

Description of Quantitative Communication Research Methods

Course unit title	Quantitative Communication Research Methods
Course unit code	MSC3008
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd year
Semester when the course unit is delivered	4 th semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Angga Ariestya, S.Sos., M.Si.
Learning outcomes of the course unit	– ELO 2 - CLO1: Understand scientific research paradigms, methods, and ethics and principles – ELO 2 – CLO2: Apply communication concepts/theories systematically to determine the hypothesis and or analysis model and to formalize the state of the art of the research – ELO 2 – CLO 3: Determine the correct population and sampling methods of the research – ELO 5 – CLO 4: Analyze the problems in the digital realm through the lens of communication concepts/theories – ELO 6 – CLO 5: Evaluate conceptualization and operationalization of the theories/concepts to test the hypothesis and validate the data collected from the field – ELO 8 – CLO 6: Develop the data analysis and hypothesis testing and interpret the result from the hypothesis testing – ELO 9 – CLO 7: Summarize the research findings elaborated in the report
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable

Course content	This course teaches students the technical and conceptual framework for designing and conducting research with a quantitative approach in communication studies. The discussion will cover the research paradigm, ethics and principles, methods, problem description, conceptualization and operationalization, sampling technique, instrument and data collection, data analysis, and reporting
Recommended or required reading and other learning resources/tools	1. Babbie, E. (2016). The Practice of Social Research (14th ed.). Cengage Learning 2. Babbie, E., & Roberts, L. W. (2018). Fundamentals of Social Research (4th ed.). Nelson Education. 3. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches (7th ed.). Pearson Education. 4. Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th ed.). Sage Publication. 5. Wimmer, T. D., & Dominick, J. R. (2014). Mass Media Research: An Introduction (10th ed.). Cengage Learning. 6. Eriyanto. (2007). Teknik Sampling: Analisis Opini Publik. LKiS. 7. Eriyanto. (2011). Analisis Isi: Pengantar Metodologi Untuk Penelitian Ilmu Komunikasi dan Ilmu-Ilmu Sosial Lainnya. Kencana. 8. Effendi, S., & Tukiran (Eds.). (2015). Metode Penelitian Survei (Revisi). LP3ES. 9. Krippendorff, K. (2004). Content Analysis: An Introduction to Its Methodology (2nd ed.). Sage Publication. 10. Kriyantono, R. (2020). Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif. Kencana. 11. Setiawan, B., & Muntaha, A. (2014). Metode Penelitian Komunikasi. Pusat Penerbitan Universitas Terbuka. 12. Supranto, J. (2008). Statistik: Teori dan Aplikasi (1st & 2nd ed.). Erlangga. 13. Salkind, N. J. (2020). Statistics for People Who (Think They) Hate Statistics (7th ed.). Sage Publication
Planned learning activities and teaching methods	- Project-Based Learning – Enables students to work on individual or group projects simulating real-world communication practices, such as designing integrated communication campaigns, producing podcasts or video documentaries, developing corporate communication strategies, or managing social media advocacy projects. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia

Assessment/examination methods and criteria	- Mid Semester Exam (30%) ☐ Take Home Test of 5 essay questions - Final Semester Exam (30%) ☐ Develop quantitative research - Activities: Individual/Group Assignment ☐ 40%
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Description of Intercultural Communication

Course unit title	Intercultural Communication
Course unit code	MSC3004
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	First Year
Semester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5.04 ECT
Name of lecturer(s)	Riatun, S.Sos, M.I.Kom
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 1 Students are able to explain the concept of Intercultural Communication as a whole (C2) • ELO 2 Students are able to classify problems or issues that are relevant to Intercultural Communication (C3) • ELO 3 Students are able to link motivation, attitudes and behavior in accordance with intercultural communication ethics and professional ethics in an effort to develop professionalism in the field of communication (C4) • ELO 4 Students are able to solve communication problems faced by society in the context of intercultural communication (C4)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	Through the Intercultural Communication course, students are able to examine the importance of knowledge, skills and ethics in intercultural communication and can apply this knowledge, skills and ethics in everyday life. Learning emphasis will be placed on mastering the definition, concept and scope of intercultural communication, theories in intercultural communication, the relationship between communication and culture, cultural factors which also 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, analyzing various case studies, and observing new phenomena in intercultural communication by reviewing cultural groups that are different from their own culture to understand the relationship. between the theory obtained on campus and its application in everyday life.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Samovar, L., Porter. RE & McDaniel, ER (2010), Cross Cultural Communication: Communication Between Cultures, Salemba Humanika (SPM1) • Martin, Judith N., & Nakayama, Thomas (2010), Intercultural Communication in Context, 5th ed., McGraw Hill (MN) • Samovar, L., Porter. RE & McDaniel, ER (2009). Intercultural Communication: A Reader, 12th ed., Wadsworth (SPM2) • Alo Liliweri, Ms, Dr, (2007), Basics of Intercultural Communication, Student Library, Yogyakarta (AL) • Ting-Toomey, S (1999) Communicating across cultures, The Guilford Press: New York (TT)
Planned learning activities and teaching methods	• Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. • Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid Semester Exam (30%) a Take Home Test: Working on 6 essay questions analytically • Final Semester Exam (30%) a Take Home Test: Working on 6 essay questions analytically & practically • Activities: Individual/Group Assignment a 40%

Description of Effective Persuasive Communication

Course unit title	Effective Persuasive Communication
Course unit code	MSC3005
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1st Year
Semester when the course unit is delivered	1st Semester
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Nike Putri Yunandika, S.I.Kom., M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	- ELO-01, 02 - CLO-1 : Students are capable to understand the basic concepts of persuasion, the effects of persuasive communication, and the theories of persuasion - ELO-02, 03 - CLO-2 : Students are capable to determine the factors related to the source or communicator in persuasion - ELO-02, 03 - CLO-3 : Students are capable to determine the factors related to the message of persuasion - ELO-02, 03 - CLO-4 : Students are capable to determine the factors related to the media or channel used in persuasion - ELO-02, 03 - CLO-5 : Students are capable to classify the factors related to the receiver in persuasion - ELO-07,08 - CLO-6 : Students are capable to design strategies and implementation of a persuasive communication campaign - ELO-07,08 - CLO-7 : Students are capable to evaluate a persuasive communication campaign
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable

Course content	The course of Effective Persuasive Communication will discuss the basic concepts of persuasive communication, the process of persuasive communication, the basic theories of persuasive communication, the factors of persuasive communication, the planning model of persuasive communication, the application of persuasive communication in a campaign setting, and the ethics and social responsibility of persuasive communication. After finishing this course, students will have the ability to plan and apply persuasive communication in campaigns for products, politics, ideologies, and on the interpersonal, group, and mass level.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Perloff, R. M. 2017. <i>The Dynamics of Persuasion: Communication and Attitudes In The 21st Century</i>. New York: Routledge Taylor & Francis. 2. Larson, Charles U. 2012. <i>Persuasion Reception and Responsibility</i> 13th ed. California 3. Griffin, Ledbetter & Sparks. 2019. <i>A First Look At Communication Theory, Tenth Edition</i>, Mc Graw Hill Education, New York 4. Littlejohn, Foss & Oetzel. 2021. <i>Theories of Human Communication, Twelfth Edition</i>, Waveland Press Inc, Long Grove 5. Schiffman, G. Leon & Joseph Wisenblit . 2019. <i>Consumer Behavior – Twelfth Edition</i>. Boston : Pearson Education 6. Venus, A. 2019. <i>Manajemen Kampanye: Panduan Teoritis dan Praktis Dalam Mengefektifkan Kampanye Komunikasi Publik</i>. Bandung: Simbiosis Rekatama Media
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	- Mid Semester Exam (30%): Take Home Test of 2 essay questions.
(Please be specific on the form of examination and the weight allocated to each examination form)	- Final Semester Exam (30%): Take Home Test of 2 essay questions - Activities: Individual/Group Assignment: 40%

Description of Global Communication & Popular Culture

Course unit title	Global Communication & Popular Culture
Course unit code	MSC3006
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd year
Semester when the course unit is delivered	4 th semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Angga Ariestya, S.Sos., M.Si.
Learning outcomes of the course unit	– ELO 4 - CLO1: Students are able to describe the role of global communicators in the era of globalization – ELO 4 – CLO2: Students are able to conceptualize global communication for commercial purposes – ELO 5 – CLO 3: Students are able to link the development of global issues with corporate or marketing communications – ELO 5 – CLO 4: Students are able to analyze the development of global society and culture – ELO 9 – CLO 5: Students are able to analyze the development of popular culture and cultural convergence – ELO 9 – CLO 6: Students are able to design effective communication strategies in the development of global issues
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	Global Communication & Popular Culture is a concept-case approach course. This course will examine cross-border communication in response to global issues and the development of trends in global culture and society. The field of communication includes public relations and marketing communication of a corporation related to the 17 points of the Sustainable Development Goals (SDGs). The global issue will be associated with Global PR/Marketing Communication

	strategies and Global Campaign Strategies for commercial interests (brands).
Recommended or required reading and other learning resources/tools	1. Castel, M. (2015). Network of Outrage and Hope. Polity Press: Cambridge 2. De Mooij, M. (2014). Global Marketing and Advertising: Understanding Cultural Paradoxes. Sage: Los Angeles. 3. De Mooij, M. (2011). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. Sage: Los Angeles. 4. Jandt, F.E. (2018). An Introduction to Intercultural Communication: Identities in Global Community. Sage: Los Angeles 5. Jenkins, H., Ito, M., Boyd, D. (2016). Participatory Culture in Networked Era. Polity Press: Cambridge. 6. McPhail, T. (2020). Global Communication 5th Edition: Theories, Stakeholders, and Trends. Blackwell: Oxford. 7. Tench, Ralph & Liz Yeomans. (2014). Exploring Public Relations: Global Strategic Communication. Pearson: New York. 8. https://archermalmo2018.s3.amazonaws.com/sites/5a73b9d512628000400ad74/assets/5a73bbec512628000400ae04/Global_Campaigns_Simon_Hjorth.pdf
Planned learning activities and teaching methods	- Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	- Mid Semester Exam (30%) ☐ Take Home Test of 3 essay questions. - Final Semester Exam (30%) ☐ Develop a global brand campaign - Activities: Individual/Group Assignment ☐ 40%

Description of Media and Sociology

Course unit title	Media and Sociology
Course unit code	MSC3007
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2
Semester when the course unit is delivered	3
Number of ECTS credits allocated	3
Name of lecturer(s)	Dr. Sari Monik
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CPL 02: Able to understand communication problems using communication research theories and methods based on logical, critical, and systematic thinking. (C2) (A4) (P4) CPL 03: Able to apply solutions to communication problems in accordance with prevailing legal, social, and ethical norms in society. (C3) (A5) (P4) CPL 05: Able to analyze changes in the communication industry and environment by implementing original knowledge and technology within their field of expertise. (C4) (P4)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	
Course content	1. Media and Sociology perspectives 2. Digital Media and Social Theory 3. Digital Society 4. Social Media 5. Cyber Debate 6. Interaction and Identity 7. Community and Network 8. Digital Visuality and Visibility 9. Feeling Digital 10. Digital Citizenship 11. Digital Power and Exploitation 12. Digital Activism

	13. Mobile Culture 14. Digital Media and Social Change
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Lindgren, Simon. 2017. Digital Media and Society. London, UK: Sage 2. Athique, Adrian. 2013. Digital Media and Society: An Introduction. Cambridge, UK: Polity Press 3. Couldry, Nick. 2012. Media, Society, World: Social Theory and Digital Media Practice. Cambridge, UK: Polity Press
Planned learning activities and teaching methods	Learning Format: asynchronous presentation of material via elearning.umn.ac.id Activities: - Students listen to the material presented in the e-learning - Students answer the quizzes included in the material - Students actively participate in the forum - Students take the quizzes included in the material
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	Mid-Semester Exam (30%) Students are able to solve strategic communication problems (C4) in scientific studies of social phenomena occurring in society. Individual: Write an individual essay of 5-10 pages. Final Semester Exam (40%) Students must be able to solve strategic communication problems (C4) in scientific studies of social phenomena occurring in society. Create a 5-10 page paper (2000-3000 words). Assignments (30%) Weekly forum and discussion 2x paper assignments

4th Semester

Description of Qualitative Communication Research Methods

Course unit title	Qualitative Communication Research Methods
Course unit code	MSC4009
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd year
Semester when the course unit is delivered	4
Number of ECTS credits allocated	5.1
Name of lecturer(s)	Nicky Stephani, M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 2: Able to respond to and understand communication problems by using communication research theories and methods based on logical, critical and systematic thinking. • ELO 5: Able to analyze changes in the industry and communication environment by implementing science and technology in an original manner according to their field of expertise. • ELO 6: Able to evaluate work, make the right decisions, and be responsible for the results of group work achievements.
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	-
Course content	This course equips students with the technical skills, attitudes and conceptual knowledge needed to design and apply qualitative research in the realm of communication science. The discussion includes research paradigms, characteristics of qualitative research, qualitative research methods (case studies, ethnography, phenomenology, text analysis), data collection techniques (interviews, focus group discussions, observations), data processing techniques, data analysis and writing qualitative research reports.
Recommended or required reading and other learning	Denzin, Norman K. & Lincoln, Yvonna S. (2017). <i>The Sage Handbook of Qualitative Research, Fifth Edition</i> . California: Sage Publications, Inc

resources/tools (Please make sure you submit the most updated information)	• Creswell, John W. & Poth, Cheryl N. (2017). <i>Qualitative Inquiry & Research Design, Choosing Five Approach, Fourth Edition</i>. California : Sage Publications, Inc • Neuman, W. Lawrence. (2014). <i>Social Research Methods: Qualitative and Quantitative Approaches, Seventh Edition</i>. Boston: Pearson Education Limited, Inc. • Yin, Robert K., (2017). <i>Case Study Research and Applications. Desain and Methods, Sixth Edition</i>. California : Sage Publications, Inc
Planned learning activities and teaching methods	• Virtual synchronous: live lectures and case study discussions • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quiz, discussion forums, and assignments
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): research proposal • Final semester exam (30%): research report • Assignment (40%): assignments, quizzes, and discussion forum participations

Elective Courses for 4th – 7th Semester

Description of Marketing Public Relations

Course unit title	Marketing Public Relation
Course unit code	MSC 3400
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd year
Semester when the course unit is delivered	4
Number of ECTS credits allocated	3
Name of lecturer(s)	C. Eko Saputro, S.E., M.M.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 02: Students are able to understand and expose (C2) strategic communication problems in society related to Communication Science. • ELO 03: Students are able to explore and relate (C3) strategic communication problems in society using the perspective of Communication Science.
Mode of delivery (face-to-face, distance learning)	Distance learning (synchronous and asynchronous)
Prerequisites and co-requisites (if applicable)	ESC 255 - Introduction to Marketing Communication

Course content	This course provides students with a comprehensive understanding of Marketing Public Relations (MPR), beginning with its basic concepts, historical development, and position within the promotion mix and marketing mix. Students will explore how MPR contributes to building brand image, trust, and reputation, as well as the tools and strategies used to achieve these goals. The course emphasizes planning and executing MPR campaigns using methods such as SWOT analysis, while also covering media selection, event management, and sponsorship. Contemporary approaches including place branding, buzz marketing, product placement, experiential marketing, cause-related campaigns, and spokesperson strategies are examined alongside techniques for rebuilding old brands and launching new ones. Students will also analyze creativity in MPR, the role of internal branding, and the integration of various tactics into effective campaign design. By engaging with these topics,
	students gain practical insights into the strategic use of MPR to support brand building, corporate communication, and marketing objectives in diverse business contexts.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Harris, T. L., & Whalen, P. T. (2006). <i>The marketer's guide to public relations in the 21st century</i>. Thomson. • Harris, T. L. (1998). <i>Value-added public relations: The secret weapon of integrated marketing</i>. NTC Business Books. • Giannini, A. J. (2010). <i>Marketing public relations: A marketer's approach to public relations and social media</i>. Pearson. • Ries, A., & Ries, L. (2002). <i>The fall of advertising and the rise of PR</i>. Harper Business. • Belch, G. E., & Belch, M. A. (2015). <i>Advertising and promotion: An integrated marketing communications perspective (10th ed.)</i>. McGraw-Hill Education.
Planned learning activities and teaching methods	• Virtual synchronous: live lectures and case study discussions • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quizzes, discussion forums, and assignments
Language of instruction	English/Indonesia

Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): extended response exam. • Final semester exam (40%): case study analysis. • Assignment (30%): assignments, quizzes, and discussion forum participations.
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Description of Public Speaking and Presentation Skill

Course unit title	Public Speaking and Presentation Skill
Course unit code	MSC 3401
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Second cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd year
Semester when the course unit is delivered	4 th semester
Number of ECTS credits allocated	
Name of lecturer(s)	Dewi Warhamni, S.I.Kom., M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 01- Able to become skilled professionals and lifelong learners who are virtuous and based on the value of religiosity ELO 04 - Able to apply creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international outlook
Mode of delivery (face-to-face, distance learning)	Distance learning
Prerequisites and co-requisites (if applicable)	None
Course content	Public Speaking and Presentation Skills is a course with a conceptual and practical approach. This course will aim to equip students with public speaking skills and the ability to deliver effective presentations. Through the Public Speaking and Presentation Skills courses, students are equipped with the knowledge and abilities to develop themselves into professionals who have knowledge and positive attitudes and are able to speak in public and give presentations for various needs in various industrial fields within the scope of communication. All material is achieved by students through interesting and attractive learning methods and types of evaluations that challenge and arouse students to be eager to learn
Recommended or required reading and other learning resources/tools	1. Lucas, S. E., & Stob, P. The Art of Public Speaking, 13th edition. (2020) McGraw-Hill: New York. 2. Business Presentation, How to Make an Enthralling Business Presentation. Ari Kusrianto. Elex Media Komputindo.2013.

(Please make sure you submit the most updated information)	Additional/Supporting: 3. Management Extra Effective Communications. Elsevier. Oxford. 2007. 4. Modern rhetoric, practical approach. Jalaluddin Rakhmat. Juvenile Rosda Works. 2011. 5. Slideology. 2011. 6. In the Company of Others an Introduction Communications 3rd edition. i. J. Dan Rothwell. Oxford University Press. California-New York-Oxford. 2010. 7. Communication Works. Gamble & Gamble. 2010.
Planned learning activities and teaching methods	1. Synchronous learning: lecturing, discussion, case study presentation, tutoring 2. Asynchronous learning: access lecture materials in LMS, discussing in online forum Discussion, online assignment, fill out quizzes, tutoring.
Language of instruction	1. English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (30%) ½ Academic essay & presentation project 2. Final Semester Exam (40%) ½ Academic essay & presentation project 3. Activities: Individual/Group Assignment, quiz, forum activity 30%

Description of Media Relations & Publicity Effectiveness

Course unit title	Media Relations & Publicity Effectiveness
Course unit code	MSC 3402
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Silvanus Alvin, S.I.Kom., M.A.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	- ELO 2 : (Able to identify strategic communication problems using basic communication theories); - ELO 5 : (Able to analyze ethical issues, special cases, and global issues in the strategic communication industry); - ELO 6: (Able to interpret the changing industry and strategic communication environment by becoming a lifelong learner). - ELO 7: (Able to resolve communication problems faced by the community in accordance with prevailing legal, social and ethical norms). - ELO 8:(Able to collaborate with study programs and other branches of science to strengthen technical matters related to the execution of communication programs).
Mode of delivery (face-to-face, distance learning)	Face to face learning and asynchronous
Prerequisites and co-requisites (if applicable)	-
Course content	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.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	-Main- 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 6. Bangun, C. R. A., & Alvin, S. (2023). Dinamika Media Relations di Era Digital. Literasi Nusantara. https://penerbitlitnus.co.id/portfolio/dinamika-media-relations-di-era-digital-konsep-strategi/
Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	a. Midterm Test : 25% b. Final Test : 40% c. Assignment, Paper, & presenting: 35%

Description of Issue Management & Crisis Communication

Course unit title	Issue Management & Crisis Communication
Course unit code	MSC 3403
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd years
Semester when the course unit is delivered	5 th Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Dr. Rismi Juliadi, S.T., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 02 - Able to respond and understand communication problems by using theories and methods of communication research based on logical, critical, and systematic thinking. ELO 05 - Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise ELO 06 - Able to evaluate the work, make the right decisions, and be responsible for the results of group work achievement
Mode of delivery (face-to-face, distance learning)	distance learning
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course studies the definition of crisis, crisis typology, crisis communication theories, stages of crisis communication, crisis management as part of non-profit organizations, agencies, corporations. Crisis and multi-cultural society, crisis management methods and programs for each organization, communication strategies in facing and responding to crises, PR, media/social media, and Crisis, the role of technology as a means of PR crisis management, research skills and crisis communication design; Information in crisis communication, the role of PR in handling crises.
Recommended or required reading and other learning	1. Coombs, W. Timothy, Ongoing Managing Crisis and Communication: Planning,

resources/tools (Please make sure you submit the most updated information)	Responding. (4th ed), Sage Publications, Los Angeles, 2014 (wajib). 2. Barton, Laurence. Crisis in Organizations II. South- Western College Publishing, Australia, 2001 (Wajib). 3. Ulmer, Robert R., Sellnow, Timothy L., Seeger, Matthew W. Effective Crisis Communication: Moving from Crisis to Opportunity. Sage Publications, Thousand Oaks, 2007 (Wajib). 4. Regester, M, Larkin, J. Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice. Kogan Page, London, 2010. 5. Austin, Lucinda and Jin, Yan. Social Media and Crisis Communication. Routledge, NY, 2018 6. Sellnow, Timothy L., Seeger, Matthew W. Theorizing Crisis Communication. Willey-Blackwell, Malden, MA, 2013. 7. Anthonissen F. P. (Ed). Crisis Communication: practical PR strategies for reputation management and company survival. Kogan Page, London, 2008.
Planned learning activities and teaching methods	access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (30%) à Take Home Test of 3 essay questions. - Final Semester Exam (30%) à Develop personal and relationship selling strategy for a brand. Activities: Individual/Group Assignment à 40%

Description of Corporate Branding & Reputation Management

Course unit title	Corporate Branding & Reputation Management
Course unit code	MSC 3404
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 Year
Semester when the course unit is delivered	6 th Semester
Number of ECTS credits allocated	3 Credits
Name of lecturer(s)	Yuliana Triwijayanti, S.P.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 03 - Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society. (C3, A3) ELO 04 - Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective. (C3, P5) ELO 05 - Able to analyze changes in the industry and communications environment by implementing original knowledge and technology within their field of expertise. (C4, P4) ELO 06 - Able to evaluate work, make appropriate decisions, and be responsible for the group's achievements. (C5, A4, P4)
Mode of delivery (face-to-face, distance learning)	Face to face synchronous and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	The Corporate Branding & Reputation Management course provides students with an understanding of the importance of building a brand and managing a company's reputation. The emphasis will be on understanding the definitions, concepts, scope, and metrics of corporate branding and reputation governance. In each session, students are encouraged to think critically and creatively in expressing their ideas and analyzing various case

	studies related to organizational branding and reputation management efforts. Analytical skills are based on the ability to examine various case studies and company practices in shaping image, identity, and reputation. This is achieved by analyzing data from various companies to understand the relationship between theories learned in academic contexts and their application in the everyday workplace.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Fill, C., & Roper, S. 2012. <i>Corporate Reputation</i>. Pearson. 2. Holtzhausen, D., et.al. 2021. <i>Principles of Strategic Communication</i>. New York: Routledge. 3. www.ejournals.umn.ac.id 4. Austin, Lucinda and Yan Jin. 2017. <i>Social Media and Crisis Communications</i>. 5. Cornelissen, Yoep. 2005. <i>Corporate Communications, Theory and Practice</i>. 6. Doorley, John dan Fred Garcia (2015). <i>Reputation Management: The Key to Successful Public Relations</i> 7. Genasi, Chris. (2002) <i>Winning Reputation: How to Be Your Own Spin Doctors</i>. New York: Palgrave. 8. Van Riel, Cees BM and Charles Fombrun (2007). <i>Essentials Corporate Communication</i>.
Planned learning activities and teaching methods	• Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. • Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid Semester Exam (30%) Take Home Test of 2 essay questions. Final Semester Exam (40%) Develop Comprehensive Corporate (Small & Medium Scale) Re-Branding Program Strategy, Tactics, and Activities for a Corporation. • Activities: Individual/Group Assignment 30%

Description of Writing for Public Relations

Course unit title	Writing for Public Relations
Course unit code	MSC 3405
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd Year
Semester when the course unit is delivered	6 th Semester
Number of ECTS credits allocated	5.04 ECTS
Name of lecturer(s)	Intan Primadini, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 3 Able to conduct research, make strategic planning by utilizing various channels in the multimedia world in the field of strategic communication ELO 4 Able to implement creative ideas and run production through various channels in the strategic communication industry ELO 9 Able to produce work in the field of communication based on the results of data analysis and based on ICT skills
Mode of delivery (face-to-face, distance learning)	Face to face synchronous and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	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 materials and things that must be considered in the process of making them. Emphasis will be placed on knowledge of the types of media in Public Relations writing, including the appropriate content for each publication media. Students are invited to know and understand the role of a writing produced by a Public Relations practitioner and how to utilize it ethically in achieving the communication objectives of the company or organization. Students are expected to think critically and creatively in examining the phenomenon and application of new media and analyzing various case studies in the scope of Public Relations writing. Students are given the

	opportunity to put forward new ideas or breakthroughs and express opinions related to Public Relations writing practices
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Bivins, Thomas H. 2007. PR Writing: The Essentials of Style and Format. McGraw Hill. 2. Slivia, Anzur. 2011. Power performance: multimedia storytelling for journalism and Public Relations. Wiley
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid Semester Exam (30%) → Make a press release & an analysis on targeted audiences • Final Semester Exam (30%) → Make a video PR campaign • Activities: Individual/Group Assignment → 40%

Description of Visual & Photographic Communication

Course unit title	Visual & Photographic Communication
Course unit code	MSC 3200
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	1 st Year
Semester when the course unit is delivered	2 nd Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Mujiono, S.I.Kom.,M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	1. ELO 4 - Able to implement creative ideas and carry out production through various channels in the strategic communication industry. (C3, P5) 2. ELO 9 - Able to produce work in the field of communication based on the results of data analysis and based on ICT skills. (C6, A5, P5)
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course contains material to improve students' understanding and ability of visual & photographic communication which includes knowledge related to graphic design principles, basic visual elements, visual communication ethics, typography, semiotics, photography, videography, to the process of making advertising projects that are adjusted to industry standards. Through this course, students will be equipped with a lot of knowledge and skills as preparation before entering the world of work.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Musburger, R. B., & Ogden, M. R. (2014). <i>Single-camera video production</i> (6th ed.). CRC Press. https://doi.org/10.4324/9780203371527

	2. Josephson, S., Kelly, J., & Smith, K. (Eds.). (2020). <i>Handbook of visual communication: Theory, methods, and media</i> (2nd ed.). Routledge. https://doi.org/10.4324/9780429491115 3. Owens, J. (2023). <i>Video production handbook</i> (7th ed.). Routledge. https://doi.org/10.4324/9781032169965
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (30%) à Take Home Test : Working on 4 essay questions analytically - Final Semester Exam (30%) à Creating an audio-visual work packaged into an advertising campaign simulation - Activities: Individual/Group Assignment à 40%

Description of Digital Graphic Communication

Course unit title	Digital Graphic Communication
Course unit code	MSC3201
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd Year
Semester when the course unit is delivered	3 rd Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Mujiono, S.I.Kom.,M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	1. ELO 4 - Able to implement creative ideas and carry out production through various channels in the strategic communication industry. (C3, P5) 2. ELO 9 - Able to produce work in the field of communication based on the results of data analysis and based on ICT skills. (C6, A5, P5)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	The material taught includes a basic introduction to digital equipment / equipment, desktop publishing, color theory, layout theory, coupled with an introduction to the concepts of UI (User Interface) and UX (User Experiences), and also the use of software and applications (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, and Marvell apps) that can help students in designing and creating various media both traditional and digital.

Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Jackson, Wallace. 2015. Digital Image Compositing Fundamentals. New York: Apress 2. Faulkner, Andrew and Chavez, Conrad. 2019. Adobe Photoshop CC Classroom in a Book® 2019 Release: The Official Training Workbook from Adobe. Adobe Press 3. Quardanu, Dadhi. 2017. Prototyping: Creating Effective Experience- Prototyping. Jakarta 4. Wood, Brian. 2019. Adobe Illustrator CC Classroom in a Book® 2019 Release: The Official Training Workbook from Adobe. Adobe Press
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Assynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (30%) - Take Home Test : Working on essay questions and practical tasks using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. - Final Semester Exam (30%) - Creating a prototype for a smartphone application based on the creative process in accordance with industry standards. - Activities: Individual/Group Assignment à 40%

Description of Art, Copywriting & Creative Strategy

Course unit title	Art, Copywriting & Creative Strategy
Course unit code	MSC3202
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	4 th year
Semester when the course unit is delivered	7
Number of ECTS credits allocated	3
Name of lecturer(s)	Inco Hary Perdana
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 02: Students are able to identify strategic communication problems using fundamental communication theories (C2). • ELO 04: Students are able to implement creative ideas and execute production across multiple channels in the strategic communication industry (C3). • ELO 06: Students are able to interpret changes in the industry and strategic communication environment by becoming lifelong learners (C5). • ELO 08: Students are able to collaborate with other study programs and disciplines to strengthen the technical execution of communication programs (C6).
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	ESC 255 - Introduction to Marketing Communication
Course content	This course explores the role of creativity in marketing communications by focusing on the development and application of ideas through copywriting, art direction, and creative strategies. Students will learn the foundations of creative thinking, idea generation, and concept development, followed by exposure to various creative approaches and advertising styles. The course examines the craft of copywriting and visualization, and how these elements are applied across different media platforms, including print, audiovisual, radio, internet, and social media. Emphasis is also placed on integrated media strategies

	and cross-platform communication, enabling students to design cohesive and impactful campaigns. Through case studies, project assignments, and campaign reviews, students will gain practical experience in transforming creative briefs into effective communication strategies, preparing them to work both in agencies and corporate environments.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Altstiel, T., & Grow, J. (2017). <i>Advertising creative: Strategy, copy, design (6th ed.)</i>. SAGE Publications. • Moriarty, S., Mitchell, N., & Wells, W. (2019). <i>Advertising & IMC: Principles & practice</i>. Prentice Hall. • Pricken, M. (2008). <i>Creative advertising: Ideas and techniques from the world's best campaigns</i>. Thames & Hudson. • Sorrentino, M. (2014). <i>Creative advertising: An introduction</i>. Laurence King.
Planned learning activities and teaching methods	• Lectures: Used to deliver core theories, concepts, and best practices in a structured class setting • Case study • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quizzes, discussion forums, and assignments
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): extended response exam. • Final semester exam (40%): case study analysis. • Assignment (30%): assignments, quizzes, and discussion forum participations.

Description of Creative Media Production

Course unit title	Creative Media Production
Course unit code	MSC3203
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd Year
Semester when the course unit is delivered	6 th Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Mujiono, S.I.Kom.,M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	1. ELO 4 - Able to implement creative ideas and carry out production through various channels in the strategic communication industry. (C3, P5) 2. ELO 9 - Able to produce work in the field of communication based on the results of data analysis and based on ICT skills. (C6, A5, P5)
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	The Creative Media Production course discusses the production process of various kinds of creative media in the field of strategic communication and intermedia management used
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Altstiel, Tom and Jean Grow. 2017. Advertising Creative: Strategy, Copy, Design. Los Angeles: SAGE. 2. Andrews, J. Craig & Terence A. Shimp. 2018. Advertising, Promotion, and other aspects of Integrated Marketing Communications. Boston: Cengage 3. Nuzum, Eric. 2019. Make Noise: A Creator's Guide To Podcasting And Great Audio Storytelling. New York: New York. 4. Walter, Ekaterina and Jessica Gioglio. 2014. The Power of Visual Storytelling. New York: McGraw-Hill Education

Planned learning activities and teaching methods	- Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (30%) - Take Home Test : Working on 4 essay questions analytically - Final Semester Exam (30%) - Creating an audio-visual work for a product that does not yet have a trademark. - Activities: Individual/Group Assignment à 40%

Description of Digital Strategic Communication & Data Analytics

Course unit title	Digital Strategic Communication & Data Analytics
Course unit code	MSC 3300
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Mujahid Shafiq M. A. Pontoh, S.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	-
Mode of delivery (face-to-face, distance learning)	Face to face learning and asynchronous
Prerequisites and co-requisites (if applicable)	- ELO-02 Able to respond and understand communication problems using communication research theories and methods based on logical, critical & systematic thinking. (C2, A2) - ELO-05 Able to analyze changes in the industry and communication environment by implementing science & technology in an original manner according to their field of expertise. (C4, P4) - ELO-07 Able to collaborate with other branches of science to strengthen matters related to the technical execution of communication activities. (C5, P5) - ELO-08 Able to prepare research, strategic planning and communication messages for commercial and non-

	commercial purposes via multimedia. (C6, P5) - ELO-09 Able to produce work in the field of communication based on the results of data analysis and based on ICT skills. (C6, A5, P5)
Course content	The Digital Strategic Communications & Data Analysis course aims to teach students to know and understand how to create communication strategies in digital media that originate from data analysis, both quantitative and qualitative from various existing tools. Students are invited to understand more about the ins and outs of new media, including how to organize content, understand best practices in social media, and the use of various new channels in the digital world.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	Required readings/references: 1. Dave Chaffey, Fiona Ellis-Chadwick. 2019. Digital Marketing (7th Ed). New York: Pearson. 2. Simon Kingsnorth. 2019. Digital Marketing Strategy: An Integrated Approach To Online Marketing (2nd Ed). London: Kogan Page 3. Miles Young. 2018. Ogilvy on Advertising in the Digital Age. USA: Bloomsbury Other Readings/References: 4. Keith Quesenberry. 2015. Social Media Strategy: Marketing And Advertising In The Consumer Revolution 2nd Ed. Maryland: Rowman & Littlefield Publishers
Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	a. Midterm Test : 30% b. Final Test : 40% c. Assignment, Paper, & presenting: 30%

Description of Social Media & Mobile Marketing

Course unit title	Social Media & Mobile Marketing
Course unit code	MSC3301
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2nd Year
Semester when the course unit is delivered	4 th Semester
Number of ECTS credits allocated	
Name of lecturer(s)	Devi Purnamasari, S.I.Kom., M.I.Kom.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	- - CPL 3: Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal, social, and ethical norms prevailing in society. (C3, A3) - - CPL 4: Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective. (C3, P5) - - CPL 8: Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes using multimedia. (C6, P5) - - CPL 19: Able to produce work in the field of communications based on data analysis and ICT skills. (C6, A5, P5)
Mode of delivery (face-to-face, distance learning)	Face to Face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable

Course content	The Social Media and Mobile Marketing course material, designed in the curriculum, aligns with practical implementation. It directly translates theory into real-world contexts. Each week, students watch video materials, read slides, and participate in discussion forums via e-learning. In synchronous sessions, students engage in live discussions to test their understanding, explore case studies, and receive clarification from lecturers. Practice is also demonstrated through assignments analyzing trends and providing examples of each marketing communication through social media. They also create marketing communication plans or campaigns through social media.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	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 Meerman Scott. The New Rules of Marketing & PR 7th Ed. New Jersey: Wiley 7. Rulli Nasrullah. Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi. Bandung: Simbiosis 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
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring
Language of instruction	English/Indonesia

Assessment/examination methods and criteria	- Mid Semester Exam (30%) à Take Home Test of 3 essay questions. - Final Semester Exam (30%) à Develop personal and relationship selling strategy for a brand. - Activities: Individual/Group Assignment à 40%
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Description of Growth Hacking for Startup Business

Course unit title	Growth Hacking for Startup Business
Course unit code	MSC3302
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor's
Year of study when the course unit is delivered (if applicable)	3rd Year
Semester when the course unit is delivered	5th Semester
Number of ECTS credits allocated	
Name of lecturer(s)	M Iqbal Arrunuri
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	[ELO4][CLO1] Students are able to use various multimedia channels to support the Growth Hacking strategy which is compiled based on international standard case studies (C3). [ELO4][CLO2] Students are able to design multimedia channel activities with good synergy to support the Growth Hacking strategy with international standard best practice (P5); [ELO5][CLO3] Students are able to analyse challenges and needs faced by a startup as a reference in developing the Growth Hacking strategy (C4); [ELO5][CLO4] Students are able to develop the result of the analysis into a big idea for the Growth Hacking of a startup (P4); [ELO6][CLO5] Students are able to formulate the challenges and needs of a startup through comprehensive research (A4); [ELO6][CLO6] Students are able to test the communication performance of a startup (C5); [ELO9][CLO7] Students are able to organise a project timeline that reflects the implementation of a previously developed communication strategy (C6); [ELO9][CLO8] Students are able to demonstrate confidence in using various multimedia communication channels in the strategic plan proposal that is prepared (A5);

	[ELO10][CLO9] Students are able to create a short-term and long-term strategic plan proposal of a startup based on the Growth Hacking concept (C6); [ELO10][CLO10] Students are able to design communication activity that supports the growth of a startup in a strategic plan (P5)
Mode of delivery (face-to-face, distance learning)	Face to face and Asynchronous Class
Prerequisites and co-requisites (if applicable)	-
Course content	This course introduces the concept of Growth Hacking, which includes the fundamentals, the thinking process, and the tools that can be used to help in developing growth strategies. Students are expected to learn about basic concepts of Growth Hacking and applying those concepts in a startup or business using methods such as digital marketing, product development, and data science.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	-Books- Holiday, Ryan, 2014. Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising. Portfolio Dave Chaffer, Tanya Hemphill, David Edmunson-Bird, 2019, Digital Business and E-Commerce Management
Planned learning activities and teaching methods	Synchronous Class: Lecturing, Discussions, Case Study Presentation, Tutoring. Asynchronous: LMS access to course material, discussion forum, assessment, quiz, and tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	Assignment: Assessment of student comprehension of prior material through a concise case study. The evaluation criteria will focus on the student's ability to apply acquired knowledge in resolving the case. Midterm: Students are required to analyze a case study to evaluate their comprehension of growth hacking techniques, with a particular emphasis on their application within communication strategies. The assessment will focus on their ability to identify the root cause of the problem presented in the case study and to articulate, in a short essay, how relevant growth hacking techniques can be effectively implemented to address the identified issues.

	Final: A group project requiring students to identify a real-world problem and, using available tools, propose the optimal solution. The case should pertain to Small and Medium Enterprises (SMEs), social, or political issues in Indonesia. Assessment will be based on the group's ability to produce logically structured documentation detailing their problem identification, structured problem-solving steps, and a formal presentation of their findings.
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Description of Creativepreneurship

Course unit title	Creativepreneurship
Course unit code	MSC 3406
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	
Semester when the course unit is delivered	5
Number of ECTS credits allocated	4
Name of lecturer(s)	Anton Binsar, S.Sos., M.Si. Irwan Fakhruddin, S.Sn., M.I.Kom. Khairul Syafudin, S.I.Kom, M.A. Ujang Rusdianto, S.I.Kom, M.I.Kom. Muhamad Heychael, S.I.Kom., M.Si. Maria Advenita Gita Elmada, S.I.Kom., M.Si. Andy Firmansyah, S.I.Kom., M.M.

Learning outcomes of the course unit (Please pay attention to outcome- based formulation)	ELO 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. (C3, A3) ELO 4 Able to apply creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international perspective. (C3, P5) ELO 5 Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise. (C4, P4) ELO 8 Able to create research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia. (C6, P5) CLO1 Students are able to connect technological disruption and global issue with the needs of community relations & engagement strategy for commercial and noncommercial. (C3); CLO2 Students are able to adapt community relations & engagement concept to overcome the industrial change and global issue. (C3); CLO3 Students are able to use multimedia to implement community relations & engagement. (C3); CLO4 Students are able to analyze the development of social life according to industrial development and global issues. (C4); CLO5 Students are able to analyze success indicators of community relations & engagement strategy. (C4)																																			
	CLO6 Students are able to develop a plan of community relations & engagement strategy. (C6). <table><tr><th></th><th>CLO 1</th><th>CLO 2</th><th>CLO 3</th><th>CLO 4</th><th>CLO 5</th><th>CLO 6</th></tr><tr><td>ELO 3</td><td>o</td><td>o</td><td></td><td></td><td></td><td></td></tr><tr><td>ELO 4</td><td></td><td></td><td>o</td><td></td><td></td><td></td></tr><tr><td>ELO 5</td><td></td><td></td><td></td><td>o</td><td>o</td><td></td></tr><tr><td>ELO 8</td><td></td><td></td><td></td><td></td><td></td><td>o</td></tr></table>		CLO 1	CLO 2	CLO 3	CLO 4	CLO 5	CLO 6	ELO 3	o	o					ELO 4			o				ELO 5				o	o		ELO 8						o
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Mode of delivery (face-to-face, distance learning)	Face to face in 14 sessions. Midterm test will be hold on the 8th meeting and Final Test will be hold on 15th meeting.																																			
Prerequisites and co-requisites (if applicable)	-																																			

Course content	- Technology Disruption, Global Issues, Community Relations & Engagement Concept. - Community Engagement & Development. - CRE for commercial and non-commercial purposes. - Brand Community & Social Customer. - Participatory Rural Appraisal for Community Relations - The Future of Community Relations. - Virtual Community & Online Brand Communities. - Social Media Intelligence. - Community Needs Assessment. - Objective Analysis and Success Indicators of Community Relations & Engagement Strategy. - Community Relations & Engagement Strategy and Tactics, mobilization and maintaining community. - Community Relations & Engagement Strategic Planning.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	- Lakin, N., & Scheubel, V. (2017). <i>Corporate Community Involvement: The Definitive Guide to Maximizing Your Business Societal Engagement</i>. NY: Routledge. - Burke, E (1999). <i>Corporate Community Relations, The Principle of the Neighbor of Choice</i>. London: Praeger. - Perkins, L. (2015). <i>The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement</i>. London: Springer. - Martinez-Lopez, et al. (2016). <i>Online Brand Communities: Using Social Web for Branding and Marketing</i>. London: Springer. - University of Kansas. (2021). <i>Community Toolbox</i> (https://ctb.ku.edu/). - Khasali, R. (2018). <i>The Great Shifting</i>. Jakarta: Gramedia. - Paripurno, E.T. (2020). <i>Alat PRA (Participatory Rural Appraisal) untuk pengelolaan resiko berencana berbasis komunitas (PRBBK)</i>
Planned learning activities and teaching methods	As a 3-credit course, <i>Community Relations and Engagement</i> is conducted over 14 sessions, each with a duration of 3 x 50 minutes in class. The Mid- Semester Examination is held after the seventh session, while the Final Examination takes place after the fourteenth session. The <i>Community Relations and Engagement</i> course is divided into a 50-minute lecture delivered by the instructor and a 100-minute discussion involving both the instructor and student groups. These discussions focus on applying the concepts studied and analyzing relevant cases.
	Each session is designed to achieve specific learning outcomes based on the course plan. Assignments are given to monitor students' learning progress and also serve as formative assessments.
Language of instruction	English/Indonesia

Assessment/examination methods and criteria
(Please be specific on the form of examination and the weight allocated to each examination form)

ELO	CLO	Sub-CLO	Assignments (30%)	Midterm Ex. (30%)	Final Ex. (40%)
EL03	CL01	Students can connect technological disruption and global issue with the needs of community relations & engagement strategy for commercial and non-commercial. – (C3); - SUB-CL01 - Students can connect business disruption and global issues with the need of community relations and engagement strategy (C3). - SUB-CL02 - Students can convey community relations & engagement concept and their connection to achieve industrial goal and to solve social problems and global issues (C3).		Test 1 (10%) Test 2 (10%)	
	CL02	Students can adapt community relations & engagement concept to overcome the industrial change and global issue. – (C3); - SUB-CL03 - Students can adapt community relations & engagement concept on commercial and non-commercial purposes (C3). - SUB-CL04 - Students can apply participatory rural appraisal in community relations & engagement concept (C3). - SUB-CL05 - Students can adapt to challenges and opportunities according to changes in society (C3).	Task 1 (5%) Task 2 (5%)		
EL04	CL03	Students can use multimedia to implement community relations & engagement – (C3); - SUB-CL06 - Students can use multimedia in community involvement (C3). - SUB-CL07 - Students can use multimedia to identify relevant community (C3).	Task 3 (5%)	Test 3 (10%)	
EL05	CL04	Students can analyze the development of social life according to industrial development and global issues. – (C4); SUB-CL08 - Students can analyze the needs of heterogenous community according to the needs of organization/industry (C4).			Test 1 (10%)
	CL05	Students can analyze success indicators of community relations & engagement strategy – (C4); SUB-CL09 - Students are able to analyze success indicators of community relations & engagement strategy (C4).			Test 2 (10%)
EL08	CL06	Students are able to develop a plan of community relations & engagement strategy – (C6). - SUB-CL010 - Students can project the tactics of involving, mobilizing, and maintaining the community in achieving the goals of community relations and engagement (C6). - SUB-CL011 - Students can design community relations and engagement strategies (C6).	Task 4 (15%)		Test 3 (20%)

Description of Investor and Government Relations

Course unit title	Investor and Government Relations
Course unit code	MSC 3407
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	1 st Cycle
Year of study when the course unit is delivered (if applicable)	3 rd – 7 th
Semester when the course unit is delivered	3 rd
Number of ECTS credits allocated	3
Name of lecturer(s)	Heryadi Silvianto, M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	1. Able to identify strategic communication issues using basic communication theories. 2. Able to conduct research and develop strategic plans utilizing various channels in the multimedia world in the field of strategic communication. 3. Able to interpret changes in the industry and strategic communication environment by becoming a lifelong learner. 4. Able to collaborate with other study programs and branches of science to strengthen technical aspects of communication program execution
Mode of delivery (face-to-face, distance learning)	Face to Face
Prerequisites and co-requisites (if applicable)	None
Course content	The Investor and Government Relations course aims to provide an understanding of the relationship between investors and the government in the context of business and investment. The scope of study includes investment principles, government investment policies, investment regulations, the influence of political factors on investment, and investor relationship management tactics. The language of instruction used in this course is Indonesian. The learning methods used include lectures, group discussions, and case studies. The technological media used include slide presentations, videos, and online learning platforms such as Moodle or Blackboard. The learning mode can be synchronous

	or asynchronous. Through this course, students are expected to understand how the relationship between investors and the government can influence business and investment decisions and effective investor relationship management strategies in this context.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Bragg, Steven M., 2010. Running an Effective Investor Relations Department: A Comprehensive Guide. New Jersey: John Wiley & Sons, Inc. 2. Guimard, Anne, 2008. InvestoRelations: Principles and International Best Practices of Financial Communications. New York: Palgrave Macmillan. 3. Kretarto, Agus, 001. Investor Relations : Pemasaran dan Komunikasi Keuangan Perusahaan Berbasis Kepatuhan. Grafiti Pers. 4. Theaker, Alison. 2006. The Public Relations handbook, 2nd edition. Great Britain: MPG Books Ltd.
Planned learning activities and teaching methods	
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (30%) ☐ Academic essay & presentation project 2. Final Semester Exam (40%) ☐ Academic essay & presentation project 3. Activities: Individual/Group Assignment, quiz, forum activity 30%

Description of Internal Communication & Corporate Culture

Course unit title	Internal Communication & Corporate Culture
Course unit code	MSC 3408
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Intan Primadini, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	- ELO 3: Able to apply communication solutions to problems in accordance with legal, social, and ethical norms that are applicable in society. (C3, A5, P4) - ELO 4: Able to apply creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international perspective. (C3, P5) - ELO 6: Able to evaluate work, make appropriate decisions, and be responsible for the achievements of group work. (C5, A4, P4)
Mode of delivery (face-to-face, distance learning)	Face to face learning and asynchronous
Prerequisites and co-requisites (if applicable)	-
Course content	The Internal Communication & Corporate Culture course aims to teach students the functions, roles, and strategies of internal communication and its relationship with organizational culture. The emphasis will be on mastering the scope of internal communication and organizational culture activities within the fields of Corporate Communication and Marketing

	Communication, including conflict management and the role of internal communication during a crisis. Students are guided to learn and understand the role of internal communication and corporate culture and how to leverage this role ethically to achieve a company's or organization's communication goals. Students are expected to think critically and creatively when observing new media phenomena and applications, and to analyze various case studies within the scope of internal communication activities. Students will be given the opportunity to propose new ideas or breakthroughs and to express their opinions related to the practices of internal communication and its connection to organizational culture.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Dahlman, S., & Heide, M. (2021). Strategic Internal Communication: A Practitioner's Guide to Implementing 2. Cutting-Edge Methods for Improved Workplace Culture. New York: Routledge. 3. Thornton, G. S., Mansi, V. R., Carramenha, B., & Cappellano, T. (2019). Strategic Employee Communication: Building a Culture of Engagement. Switzerland: Springer Nature. 4. Smith, L., & Mounter, P. (2008). Effective Internal Communication. USA: Kogan Page Limited. 5. Harris, T. E., & Nelson, M. D. (2008). Applied Organizational Communication: Theory and Practice in a Global Environment. USA: Taylor & Francis Group. 6. Schein, E. H. (2009). The Corporate Culture Survival Guide. San Francisco: John Wiley & Sons, Inc. 7. Reece, B. L., Brandt, R., & Howie, K. F. (2011). Effective Human Relations: Interpersonal and Organizational Applications. USA: South-Western Cengage Learning. 8. Robbins, S. P., & Judge, T. A. (2013). Organizational Behavior. USA: Prentice Hall. 9. Primadini, I. (2018). Female Leaders and Their Influence on Communication Satisfaction and Employee Performance. AICCON. Palembang: ASPIKOM. 10. Buku, jurnal, karya ilmiah, serta sumber lain yang relevan.

Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	a. Midterm Test : 30% b. Final Test : 20% c. Assignment, Paper, & presenting: 50%

Description of Communication for Sustainable Development

Course unit title	Communication for Sustainable Development
Course unit code	MSC3409
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Angga Ariestya, S.Sos., M.Si.
Learning outcomes of the course unit	– ELO 4 - CLO1: Understand the concept of sustainable development – ELO 4 – CLO2: Express the roles of communication in sustainable development – ELO 5 – CLO 3: Analyze the problems in the social, economic, and environmental changes due to modernization – ELO 6 – CLO 4: Analyze the strategy of communication for social change – ELO 7 – CLO 5: Evaluate the stakeholder's relation as a means of sustainable development – ELO 9 – CLO 6: Develop the communication strategy for sustainable development
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course will provide students with knowledge of the role of communication in achieving sustainable development goals by examining social, economic, and environmental changes caused by modernization, as well as communication strategies for societal change. The scope of studies includes social marketing, social and behavioral change communication, environmental communication, corporate social responsibility, advocacy communication, and health communication
Recommended or required reading and other learning	1. Diehl, S. et.al. (2017). CSR, Sustainability, Ethics & Governance. Springer: Berlin

resources/tools	2. Myria. A. (2016). Strategic Communication for Sustainable Organizations. Springer: Berlin 3. Pezzullo, P.C., Cox, R. (2017). Environmental Communication and the Public Sphere 5th edition. SAGE: Los Angeles 4. Servaes, J. (2020). Handbook of Communication for Development and Social Change. Springer: Berlin 5. Wilkins, K. G., et.al. (2014). The Handbook of Development Communication and Social Change. Wiley: West Sussex
Planned learning activities and teaching methods	- Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	- Mid Semester Exam (30%) ☐ Take Home Test of 3 essay questions - Final Semester Exam (30%) ☐ Develop sustainability communication campaign - Activities: Individual/Group Assignment ☐ 40%

Description of Media Planning & The Consumer Journey

Course unit title	Media Planning & The Consumer Journey
Course unit code	MSC 3500
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2nd / 3rd Year
Semester when the course unit is delivered	3rd - 5th Semester
Number of ECTS credits allocated	5.22
Name of lecturer(s)	Vega Karina Andira Putri, S.Sos, M.Si Siti Fifthya Mauldina, S.Sos, M.Si. Cendera Rizky Anugrah Bangun, M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	CLO-4 : Students are able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective (C3, P5) CLO-8 : Students are able to prepare research, strategic planning, dan communication messages for commercial and non-commercial purposes via muktimedia (C6, P5)
Mode of delivery (face-to-face, distance learning)	Face to face, asynchronous
Prerequisites and co-requisites (if applicable)	Not applicable
Course content	The Media Planning & The Consumer Journey course aims to teach students the importance of media planning for a brand based on the characteristics of each brand's target market. An understanding of the daily habits of various segments of society, both demographically, psychographically, and behaviorally, forms the basis for students media planning. An in-depth introduction to various media profiles in Indonesia, both conventional and new media, ranging from target audiences, circulation, advertising formats, advertising broadcast schedules, and advertising rate.

Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Katz, Helen 2019. 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. 2017. Advertising, Promotion, and other aspect of Integrated Marketing Communications.Canada: Nelson Education, Ltd
Planned learning activities and teaching methods	Lecturing, Group Discussion, Proposal Presentation
Language of instruction	English/Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	The assesment method in this course are case study. - Mid Semester Exam (Take Home Test) : 30% Format: Take home essay, case study analysis, media advertising rate calculations Scope: Covers course material from Chapter 1 - 7 Structure: Students are required to answer 3 essay questions and 1 calculation question. Objective: Students are able to explain and put forward media planning strategies and their relationship to the brand's consumer journey. - Final Semester Exam (Take Home Test) : 40% Format: Media Planning Proposal Scope: Covers course material from Chapter 1 - 14 Structure: Proposal contains media strategy for brand Objective: Students are able to create promotional planning designs through media for various brand categories. - Individual & Group Assignment : 30% a. Case Study Analysis: Students analyze the selection of appropriate media for various brands and determine the advertising objectives. b. Group Discussion: Students discuss various media options available in Indonesia and their suitability to customer journeys from brands. c. Group Presentation: Students simulate presentation of media planning proposal in front of clients (proposal pitching) Objective: a. Students are able to create media planning designs for various brand categories b. Students are able to simulate pitching media planning packages to clients

Description of Advertising Business & Management

Course unit title	Advertising Business & Management
Course unit code	MSC 3501
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Asep Sutresna, M.A.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	- ELO 3 : Able to appreciate ideas and apply solutions to communication problems according to the norms and ethics (C3, A3). - ELO 5 : Able to analyze changes in the communication industry and communication environment by implementing knowledge and technology according to their field of expertise (C4, P4) - ELO 6 : Able to evaluate tasks, make the right decision, and responsible to results of group works (C5, A4, P4). - ELO 10 : Able to create an ICT-based entrepreneurship program in the field of communication (C6, A5, P5).
Mode of delivery (face-to-face, distance learning)	Face to face learning and asynchronous
Prerequisites and co-requisites (if applicable)	It is suggested for those who have taken any courses on advertising related
Course content	This class teaches students to understand business in advertising/communication. Students will be equipped with knowledge and cases that are needed to enter business in communication, as a professional or entrepreneurship in that field. In this class students will learn and analyze the process of planning and execution communication business, especially

	advertising, and apply that process in a real setting with clients selected by students.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Belch & Belch, <i>Advertising and Promotion, an Integrated Marketing Communications Perspective</i> 2. Jethwaney, <i>Advertising Management</i> 3. Moriarty :<i>Advertising & IMC : Principles and Practice, 10th edition, 2015</i> 4. Osterlwalder & Pigneur , <i>Business Model Generation</i> 5. Roetzer, <i>The Marketing Agency Blueprint</i> 6. Webb, <i>Agency, Starting A Creative Team</i> 7. Etika Pariwara Indonesia, Amandemen 2020
Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English & Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	a. Midterm Test : 30% b. Final Test : 30% c. Assignment & presentation : 40%

Description of Transmedia & Brand Storytelling

Course unit title	Transmedia & Brand Storytelling
Course unit code	MSC 3502
Type of course unit (compulsory, optional)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 nd Year
Semester when the course unit is delivered	3 rd Semester
Number of ECTS credits allocated	5,04
Name of lecturer(s)	Dian Nuranindya, S.E., M.Si.
Learning outcomes of the course unit	ELO 04 - CLO 3 Students are able to integrate various media platforms in conveying brand messages with different methods based on audience characteristics (P5) ELO 06 - CLO 4 are able to involve themselves with the group in developing Transmedia Storytelling strategies (A5, P4) ELO 09 - CLO 5 Students are able to create product campaigns using Transmedia Storytelling which are able to attract audience participation (P5)
Mode of delivery (face-to-face, distance learning)	Face to face synchronous and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course teaches Strategic Communication study program students to be able to understand and apply the concept of Transmedia & Brand Storytelling to the right target in helping convey brand messages. In this course students are invited to be able to explore ideas and develop creativity in conveying brand messages 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..

Recommended or required reading and other learning resources/tools	- Alexander, B. 2011. The New Digital Storytelling. USA: Praeger - Belch, George E., and Michael A. Belch. 2009. Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th Edition. New York: McGraw-Hill - Duncan, Tom. 2002. Using Advertising to Build Brands. New York: McGraw-Hill - Jenkins, Henry. 2008. Convergence Culture: Where Old and New Media Collide. New York: NYU Press - Kotler, Philip & Gary Armstrong. 2018. Principles of Marketing, 17th Global Edition. Harlow: Pearson Education Limited. - Max Giovagnoli, 2011, Transmedia Storytelling: Imagery, Shapes, and Techniques. New York: Business Expert Press. - Mc Erlean, Kelly. 2018. Interactive Narratives and Transmedia Storytelling. New York: Rodledge - Moriarty, Sandra., Nancy Mitchell and William Wells. 2009. - Advertising: Principles & Practice, 8th Edition. New Jersey: Pearson Prentice Pg - Pratten, Robert. 2015. Getting Started in Transmedia Storytelling: A Practical Guide for beginners. 2nd edition. New York: CreateSpace Independent Publishing - Rodriguez, Miri. 2020. Brand Storytelling: Put customers at the heart of your brand story. United States: Kogan Page Limited - Shimp, Terence A. Andrews, J Craig. 2018. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 10th Edition. Ohio: South-Western Cengage Learning
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	Case-Study Analysis - Mid Semester Exam (30%) à Take Home Test of 3 essay questions. - Final Semester Exam (40%) à Develop personal and relationship selling strategy for a brand. - Activities: Individual/Group Assignment à 30%

Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	Case-Study Analysis - Mid Semester Exam (30%) à Take Home Test of 3 essay questions. - Final Semester Exam (40%) à Develop personal and relationship selling strategy for a brand. - Activities: Individual/Group Assignment à 30%

Description of Special Event and Brand Activation

Course unit title	Special Event and Brand Activation
Course unit code	MSC 3503
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	
Semester when the course unit is delivered	5 th Semester
Number of ECTS credits allocated	
Name of lecturer(s)	Fakhriy Dinansyah, S.I.Kom.
Learning outcomes of the course unit	- ELO 3 - CLO 1 : Able to describe the understanding, concepts of Special Event and Brand Activation - ELO 3 – CLO2 : Able to identify and describe the strategic of special event and brand activation - ELO 8 - CLO 3 : Able to conceptualize how to make Event Management Plan - ELO 8 - CLO 4 : Able to develop special event and brand activation planning
Mode of delivery (face-to-face, distance learning)	Face to face synchronous and asynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable

Course content	This course aims to teach students how to plan, manage and evaluate various events, as well as to understand the concept of the brand activation within a company. The focus will be mastering the concept and scope of event management, the use of communication tactics and creating a positive brand image and increasing the brand awareness through the event.
Recommended or required reading and other learning resources/tools	1. Noor, Any. 2013. <i>Manajemen Event</i> . Bandung: Alfabeta.
	2. Bladen Charles, James Kennel, Emma Abson and Nick Wilde. 2012. <i>Event Management: an Introduction</i> . New York: Routledge.
Planned learning activities and teaching methods	- Virtual synchronous: Lecturing, Discussions, Case Study Presentation, Tutoring. - Assynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	Case Study Analysis, Project based (Proposal) - Mid Semester Exam (30%) Take Home Test of 5 essay questions. - Final Semester Exam (30%) Develop Event Proposal - Activities: Individual/Group Assignment 40%

Description of Integrated Brand Campaign

Course unit title	Integrated Brand Campaign
Course unit code	MSC 3504
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Agus Kustiwa, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 3: Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society. • ELO 4: Able to implement creative ideas using multimedia in the communication industry for commercial and non-commercial purposes with an international perspective. • ELO 5: Able to analyze changes in the communication industry and environment by implementing science & technology in an original manner according to their field of expertise. • ELO 7: Able to collaborate with other branches of science to strengthen matters related to the technical execution of communication activities. • ELO 8: Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia. • ELO 10: Able to create ICT-based entrepreneurship programs in the field of communication.
Mode of delivery (face-to-face, distance learning)	Face-to-Face learning
Prerequisites and co-requisites (if applicable)	-
Course content	The Integrated Brand Campaign course aims to teach students to know and understand how to recognize elements in a campaign

	(from planning to evaluation) & create campaign communication strategies 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 foundation of the communication campaign such as: persuasion theory, brand & branding, principles of tourism communication, and political marketing. Students are also invited to understand more about the ins and outs of online campaign management by also utilizing multimedia and new media channels in the digital world.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Perloff, R. 2017. <i>The Dynamics of Persuasion: Communication and Attitudes in the 21st Century, 6th Edition</i>. New York: Routledge • Venus, A. 2018. <i>Manajemen Kampanye: Panduan Teoretis dan Praktis dalam Mengefektifkan Kampanye Komunikasi</i>. Bandung: Simbiosis Rekatama Media • Gregory, A. 2015. <i>Planning and Managing Public Relations Campaigns: A Strategic Approach - PR in Practice Series, 4th Edition</i>. London: Kogan Page
Planned learning activities and teaching methods	• Face-to-face lectures and case study discussions • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quiz, discussion forums, and assignments
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	Case study Analysis • Mid semester exam (25%): extended response exam • Final semester exam (35%): integrated campaign proposal • Assignment (40%): assignments, quizzes, and discussion forum participations

Description B2B Communication

Course unit title	B2B Communication
Course unit code	MSC 3505
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	5 th
Number of ECTS credits allocated	5,04 ECTS
Name of lecturer(s)	Susilo Dwihatmanto, S.Sos.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO-03 :. Able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society. (C3, A3). ELO-07 : Able to collaborate with other branches of science to strengthen matters related to the technical execution of communication activities.. (C5, P5)
Mode of delivery (face-to-face, distance learning)	Face to face learning and asynchronous
Prerequisites and co-requisites (if applicable)	-
Course content	The Business to Business (B2B) Communication course discusses the basics of Business to Business (B2B) within the scope of Corporate Communication, products & services in B2B, B2B communication programs, B2B communication tactics and strategies, as well as B2B communication efforts through the use of digital communication, virtual presenting, and other communication media channels to support marketing activities and enhance the image and reputation of B2B corporations.
Recommended or required reading and other learning resources/tools	1. Belch & Belch, <i>Advertising and Promotion, an Integrated Marketing Communications Perspective</i> 2. Jethwaney, <i>Advertising Management</i>

(Please make sure you submit the most updated information)	3. Moriarty : <i>Advertising & IMC : Principles and Practice, 10th edition, 2015</i> 4. Osterlwalder & Pigneur , <i>Business Model Generation</i> 5. Roetzer, <i>The Marketing Agency Blueprint</i> 6. Webb, <i>Agency, Starting A Creative Team</i> 7. Etika Pariwara Indonesia, <i>Amandemen 2020</i>
Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	a. Midterm Test : 30% b. Final Test : 30% c. Assignment & presentation : 40%

Description of Account Planning & Management

Course unit title	Account Planning & Management
Course unit code	MSC 3506
Type of course unit (compulsory, elective)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Third Cycle of Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	6 th semester
Number of ECTS credits allocated	5.04 ECTS
Name of lecturer(s)	C.Eko Saputra, S.E., M.M., Inayati Suryani, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 5 - Able to analyze changes in industry and communication environment by implementing science and technology in an original manner according to his/her field of expertise ELO 8 - Able to conduct research, create strategic plans and communication messages for commercial and non-commercial purposes.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites (if applicable)	None
Course content	The Account Planning course discusses how to develop an advertising strategy based on in-depth consumer research to find what is called Consumer Insight. The role of the Account Planner is to find insight from the target audience and then pour it into a brief. In this course, students learn about the relationship between the agency and the client and the client's expectations of the agency, how to think creatively, foster sensitivity to the market, techniques for gaining insight (FGD, ethnography, survey, trend analysis, competitive analysis), processing data and findings into insight, and making Briefs (client's biref, creative brief, media brief, and production brief).
Recommended or required reading and other learning resources/tools	1. Andersen, S., Craig Jones, & Todd Lenhart. 2020. The Keys to Effectife Strategic Account Planning 2nd Edition. Performance Methods Incorporated.

(Please make sure you submit the most updated information)	- Kelley, Larry D. 2018. <i>Advertising Account Planning</i>. - Clow, Kenneth E. 2015. <i>Integrated Advertising, Promotion, and Marketing Communications</i>, seventh edition.
Planned learning activities and teaching methods	- Face to Face lecturing, discussion, case study presentation, tutoring - Asynchronous learning: access lecture materials in LMS, discussing in online forum Discussion, online assignment, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	- Mid Semester Exam (25%) ☐ Academic essay - Final Semester Exam (35%) ☐ Academic essay - Activities: Individual/Group Assignment, quiz, forum activity 40%

Description of Sales Promotion Communication

Course unit title	Sales Promotion Communication
Course unit code	MSC 3507
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Third Cycle of Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	6 th semester
Number of ECTS credits allocated	5.04 ECTS
Name of lecturer(s)	Dian Nuranindya, S.E., M.Si., Siti Fifthya Mauldina, S.Sos., M.Si; Inayati Suryani, S.Sos., M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	ELO 04 : Able to apply creative ideas using multimedia in the communications industry for commercial and non-commercial purposes with an international perspective (c3, p5) ELO 08 : Able to prepare research, strategic planning and communication messages for commercial and non-commercial purposes via multimedia (c6, p5)
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites (if applicable)	None
Course content	This course discusses promotion methods, especially in Sales Promotion techniques which are used as a comprehensive marketing strategy, and integrates them with Marketing Mix which includes Products, Prices, and Distribution. This course will also discuss management planning and effective communication techniques to consumers. This course covers several topics including the role, function, and advantage of sales promotions, consumer oriented sales promotions, trade oriented sales promotions, and coordinating sales promotion with other marketing communication tools.

Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	1. Belch and Belch, 2017, Advertising and Promotion, An Integrated Marketing Communications Perspective Tenth Edition, Singapore: Mc Graw Hill 2. Kelley, Larry D. 2018. <i>Advertising Account Planning</i>. 3. Clow, Kenneth E. 2015. <i>Integrated Advertising, Promotion, and Marketing Communications</i>, seventh edition.
Planned learning activities and teaching methods	1. Face-to-face lecturing, discussion, case study presentation, tutoring 2. Asynchronous learning: access lecture materials in LMS, discussing in online forum Discussion, online assignment, fill out quizzes, tutoring.
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	1. Mid Semester Exam (30%) ☐ Academic essay 2. Final Semester Exam (40%) ☐ Academic essay 3. Activities: Individual/Group Assignment, quiz, forum activity 30%

Description of Personal and Relationship Selling

Course unit title	Personal and Relationship Selling
Course unit code	MSC 3508
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd Year
Semester when the course unit is delivered	5 th Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Nike Putri Yunandika, S.I.Kom., M.I.Kom.
Learning outcomes of the course unit	ELO 3 Able to appreciate ideas and apply solutions to solve communication problems in accordance with legal norms, social norms, and ethics prevailing in society. (C3, A5, P4) ELO 8 Able to compile research, strategic planning, and communication messages for commercial and non-commercial prposes through multimedia. (C6, P5)
Mode of delivery (face-to-face, distance learning)	Face to face synchronous and assynchronous
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	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.
Recommended or required reading and other learning resources/tools	1. Kotler, P. & Armstrong, G. 2020. Principles of Marketing. 18th edition. Harlow: Pearson. 2. Kotler, P. & Keller, K.L. 2016. Marketing Management. 15th edition. Harlow: Pearson. 3. Solomon, Michael R. 2020. Consumer Behavior. 13rd Edition. USA: Pearson Education Inc. 4. Solomon, M. R., Marshall, G. W., & Stuart, E. W. 2018. Marketing: Real People, Real Choices. 9th edition. New

	York: Pearson. 5. Schiffman, Leon G.; Wisenblit, Joseph L. 2020. Consumer Behavior, Global Edition.
Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	1. Midterm Exam (UTS): 30% 2. Final Semester Exam (UAS): 30% 3. Activity (Assignment+Quiz): 40%

Description of Direct Marketing & Customer Relationship Management

Course unit title	Direct Marketing & Customer Relationship Management
Course unit code	MSC 3509
Type of course unit (compulsory, optional)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd Year
Semester when the course unit is delivered	5 th Semester
Number of ECTS credits allocated	5.04
Name of lecturer(s)	Asep Sutresna, M.A
Learning outcomes of the course unit	– ELO 4 - CLO A: Able to identify problems in Customer Relationship Management and Direct Marketing. – ELO 5 – CLO B: Able to analyze development and options of Customer Relationship Management and Direct Marketing. – ELO 8 - CLO C: Able to develop Customer Relationship Management and Direct Marketing program planning in accordance with business industry standard.
Mode of delivery (face-to-face, distance learning)	Face-to-Face and asynchronous distant learning
Prerequisites and co-requisites (if applicable)	Not Applicable
Course content	This course discusses Direct Marketing and CRM as part of marketing communication mix. Students learn about consumer behavior, customer insight, economics of retention, customer loyalty and its measurement, data base marketing, and how to develop Direct Marketing and CRM campaigns.
Recommended or required reading and other learning resources/tools	1. Peppers, D and Rogers, M. 2004. <i>Managing Customer Relationships: A Strategic Framework</i>. John Wiley & Sons, Inc. 2. Stone, M. (et.al). 2003. <i>The Definitive Guide to Direct and Interactive Marketing</i>. Prentice Hall 3. Peelen, E. 2005. <i>Customer Relationship Management</i>. Prentice Hall. 4. Metz, A. 2012. <i>The Social Customer</i>. McGraw Hill. 5. Buttle, F. 2009. <i>Customer Relationship Management: Concept and Technologies</i>. Butterworth-Heinemann.

Planned learning activities and teaching methods	- Face-to-Face Lecturing, Discussions, Case Study Presentation, Tutoring. - Asynchronous: access lecture materials in LMS, discussing in online forum Discussion, fill out quizzes, tutoring.
Language of instruction	English/Indonesia
Assessment/examination methods and criteria	Case Study Analysis, Project Based (Proposal) - Mid Semester Exam (30%) ☐ Take Home Test of 5 essay questions. - Final Semester Exam (40%) ☐ Take home test with case study. - Activities: Individual/Group Assignment ☐ 30%

7th Semester

Description of Research Proposal Seminar in Communication Science

Course unit title	Research Proposal Seminar in Communication Science
Course unit code	MSC7010
Type of course unit (compulsory, elective)	Elective
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	3 rd year
Semester when the course unit is delivered	7
Number of ECTS credits allocated	5.1
Name of lecturer(s)	Nicky Stephani, M.Si.
Learning outcomes of the course unit (Please pay attention to outcome-based formulation)	• ELO 3: Able to appreciate ideas and implement solutions to solve communication problems in accordance with legal norms, social norms, and ethics that apply in society. • ELO 5: Able to analyze changes in the communication industry and environment by implementing science & technology in an original manner according to their field of expertise. • ELO 8: Able to compile research, strategic planning, and communication messages for commercial and non-commercial purposes through multimedia. • ELO 9: Able to produce works in the field of communication based on data analysis and supported by ICT skills.
Mode of delivery (face-to-face, distance learning)	Face to face and asynchronous
Prerequisites and co-requisites (if applicable)	ESC3107 Quantitative Communication Research Methods ESC4108 Qualitative Communication Research Methods
Course content	Research Proposal Seminar is a course designed to equip students with the knowledge and skills necessary to implement scientific procedures and research methods specifically within the field of communication. The course emphasizes both theoretical understanding and practical application, guiding students in formulating communication research problems, developing conceptual frameworks, and designing appropriate methodologies. In addition, it provides a platform for students to

	prepare themselves for the research process, from proposal development to academic defense. Through discussions, presentations, and critical feedback sessions, students are encouraged to refine their ideas, strengthen their arguments, and build confidence in presenting and justifying their communication research proposals in academic contexts.
Recommended or required reading and other learning resources/tools (Please make sure you submit the most updated information)	• Baxter, L. A., & Babbie, E. R. (2003). <i>The basics of communication research</i> (1st ed.). Cengage Learning. • Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). <i>The SAGE handbook of qualitative research</i> (5th ed.). London: Sage Publications. • McQuail, D., & Deuze, M. (2020). <i>McQuail's media and mass communication theory</i> (7th ed.). London: SAGE Publications Ltd. • Neuman, W. L. (2013). <i>Social research methods: Qualitative and quantitative approaches</i> (7th ed.). Boston, MA: Pearson Education, Inc.
Planned learning activities and teaching methods	• Lectures, case study, and research design discussion • Asynchronous: pre-recorded lectures and video lessons, power point presentations, quick quiz in video lessons, evaluative quiz, discussion forums, and assignments
Language of instruction	Indonesia
Assessment/examination methods and criteria (Please be specific on the form of examination and the weight allocated to each examination form)	• Mid semester exam (30%): extended response exam • Final semester exam (30%): integrated campaign proposal • Assignment (40%): assignments, quizzes, and discussion forum participations