

Marketing Communication

Introduction

Marketing communication is an interdisciplinary major that combines the concepts and theories of Marketing and Communication Science, integrating the activities of advertising, public relations, broadcasting, sales promotion, direct marketing, personal selling and cybermarketing into a single professional field of expertise.

Since the 1980's, the development of media in Indonesia and the demands of qualified professionals in radio and television as well as in the fields of marketing and promotion are increasing up to more than 10% per year. In response to this trend, the Marketing Communication program offers a general education in humanities and skills in communication and analysis that are essential in most careers. The Marketing Communication major allows students to understand how and why communication should work, and communicate effectively in written, visual and oral modes. Students will also learn to create or manage effective integrated marketing communication programs.

Vision

A leading Marketing Communication Department of this digital era, delivering world class professionals with marketable strengths, local values and Information technology.

Mission

The mission of Marketing Communication Department is to contribute to the global community through the provision of world-class education by :

1. Recognizing and rewarding the most creative and value adding talents.
2. Educating students in the fundamental skills, knowledge, research and practice of broadcasting, and public relations.
3. Providing excellent learning experiences with real world applications.
4. Preparing students for strategic positions in service industries and/ or for advanced degrees in broadcasting and public relations.
5. Improving the quality of life of the global Community.

Program Objective

The objectives of the program are :

1. Provide students with a solid foundation of theoretical and practical knowledge in Broadcasting, Public Relations and Digital Journalism in the fields of, Radio, Television, Public Relations and Digital Journalism.
2. Prepare students with a solid foundation in communication skills for success in the Broadcasting, Public Relations and Digital Journalism industries.
3. Provide students with communication, entrepreneurial skills and internship for success in a global market.
4. Conduct ICT-based research in the field of Broadcasting, Public Relations and Digital Journalism.
5. Prepare students to succeed in the global industry and to improve the quality of life of the global Community.

Graduate Competency

At the end of the program graduates will be able to:

1. Solve problems and formulate solutions related to Broadcasting, Public Relations and Digital Journalism.
2. Organize the production of Radio and Television programs in the role of a Broadcaster, Public Relations Officer, and Digital Journalist.
3. Classify and analyze professional communication approaches, and adopt a professional image based on communication protocol.
4. Apply the theory and practice of communication through internship programs.
5. Create a business plan in broadcasting.
6. Create a Business Plan in Public Relations.
7. Create a Business Plan in Digital Journalism.

Prospective Career of the Graduates

A major in Marketing Communication prepares a student for work in advertising, branding, broadcasting (radio and television), direct marketing, graphic design, marketing, online marketing, packaging, promotion, publicity, public relations, government and public service, sales, sales and promotion, sponsorship, publishing, journalism, education, and business.

After finishing the program, graduates will have an ideal foundation to enter a multitude of career opportunities such as account executive, advertising manager, financial marketer, inventory manager, market researcher, media planner, product manager, public relations executive, retail store manager, nonprofit organization director, reporter, news presenter, journalist, master of ceremony (MC), sport broadcaster, public relation specialist, sales and promotion manager, marketing manager, event organizer, and general manager in marketing communication.

Curriculum

The Marketing Communication program consists of 146 credits which is divided into 8 semesters. To ensure qualified graduates, the curriculum is supported by a modern television and radio broadcasting laboratory located at the Syahdan campus. Practical experience with current technology tools and internship programs ensure that students have not only strong academic preparation, but also practical experience in marketing communications activities.

Currently, the Marketing Communication program provides 2 concentrations that the students can choose from according to their goals and interests:

1. Public Relations

Graduates who choose the Public Relations concentration will develop skills in the practice of managing communication between an organization and its publics. Public relations gains an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement. Common activities include speaking at conferences, working with the media, crisis communications, social media engagement, and employee communication.

2. Broadcasting

Graduates who choose the Broadcasting concentration will learn about communication formats like television, radio, film, multimedia and the internet. As the field itself trends toward newer technologies, like the internet and

multimedia, the program teaches students about the nature of contemporary audiences and their relationship to media. Students learn how new technologies can target increasingly specific audiences, and how broadcasting practices, finances, marketing and reporting changes as market niches expand.

The program train students in all aspects of broadcasting, including announcing, production, writing and editing. As such, the program have some emphasis on technology and require students to gain hands-on experience, which often comes by way of external internships or time spent working for student-run broadcasting entities such as Binus TV, production houses, school news programs or radio stations.

3. Digital Journalism

Graduates who choose the Digital Journalism concentration will learn about how to be a Web-Journalist. In this specialization, beside Communication Science in general, they will be prepared to be able to make applications of the development of journalism that are applied in a variety of Print-Media, and also based on Internet technology. The development of internet media journalism through this, going pretty fast, not only to speed up the message by writing to the audience, but also help to accelerate the impact of the news contained in general.

In this specialization, students will study the Indonesian Journalism specifically, Graphic, Publication Press, Media convergence and Digital Journalism, Photography, Multi Media Magazine, Politics Communication, Propaganda and Public Opinion and Communication Ethnography.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	O0012	Introduction to Social Anthropology	2	
	O0062	Introduction to Communication Science	2	
	O0104	Theory of Communication	4	
	O0124	Social Change and Globalization	4	
	O0204	Chinese Language I	4	
2	O0032	Introduction to Political Science	2	20
	O0072	Introduction to Psychology	2	
	O0144	Theory of Mass Communications	4	
	G1382	English in Focus	2	
	O0294	Professional Image and Acting	4	
	CB422	CB: Spiritual Development	2	
	O0254	Chinese Language II	4	
3	G1392	English Savvy	2	20
	O0154	Public Speaking (MC/Protocol)	4	
	O0162	Introduction to Journalistic	2	
	O0222	Public Opinion	2	
	O0704	Media Interview Technique	2/2	
	O0174	Intercultural Communication	4	
	O0712	Computer Laboratory	2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	20/20/19	
	EN001	Entrepreneurship I	2		
	O0134	Statistics	4		
	O0182	Introduction to Marketing	2		
	O0274	Integrated Marketing Communications	4		
	Stream : Public Relations				
	O0312	Introduction to Public Relations	2		
	O0724	Public Relations Writing	2/2		
	Stream : Broadcasting				
	O0733	The Principles of Radio Broadcast Production	2/1		
	O0743	The Principles of Television Broadcast Production	2/1		
	Stream : Digital Journalism				
	O0753	Introduction to Graphic	2/1		
	O0582	Politics Communication	2		
5	CB442	CB: Professional Development	2	20/21/22	
	O0282	Organization Communication	2		
	O0192	Advertising	2		
	Stream : Public Relations				
	O0764	Crisis Communication and Public Relations	2/2		
	O0342	Public Relations Management	2		
	O0774	Digital Public Relations	4		
	O0644	Public Relations Advertising*	3/1		
	Stream : Broadcasting				
	O0404	Radio and Television Script Writing	4		
	O0414	Computer/Multimedia	4		
	O0472	Producer and Programa	2		
	O0655	Radio and Television Broadcast Production*	3/2		
	Stream : Digital Journalism				
	O0554	Press Publication	4		
	O0574	Indonesian Language for Journalism	4		
O0784	Printed and Convergence Media*	3/1			
O0794	News Writing Practice	2/2			

Sem	Code	Course Name	SCU	Total	
6	O0242	Philosophy and Ethics of Communication Science	2	17/18/18	
	EN002	Entrepreneurship II	2		
	O0302	Mass Communication Sociology	2		
	Stream : Public Relations				
	O0804	Public Relations and Branding	2/2		
	O0362	Consumer Behaviour	2		
	O0843	Media Planning and Relations	2/1		
	O0442	Business Law	2		
	Stream : Broadcasting				
	O0494	Audio – Video Editing	4		
	O0814	Broadcasting Management	4		
	O0824	Reportage Technique and News Caster	2/2		
	Stream : Digital Journalism				
	O0834	Journalism Photography	2/2		
	O0622	Propaganda and Public Opinion	2		
	O0632	Ethnography of Communication	2		
O0664	Digital Campaign	2/2			
7	O0054	Indonesian	4	19/17/17	
	O0084	Quantitative and Qualitative Research Methods	4		
	O0214	Mass Communication Research Methods	4		
	Stream : Public Relations				
	O0675	Event Management*	3/2		
	J0612	Business Communication	2		
	Stream : Broadcasting				
	O0685	News Magazine*	3/2		
	Stream : Digital Journalism				
O0695	Multi Media Magazine*	3/2			
8	O0504	Internship	4	10	
	O0516	Thesis	6		
	Elective Courses				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
TOTAL CREDIT 146					

*) Entrepreneurship embedded

Student should pass all of these quality controlled examinations as listed below:

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	O0062	Introduction to Communication Science	B
4	O0104	Theory of Communication*	B
5	O0704	Media Interview Technique	C
6	O0294	Professional Image and Acting*	C
Stream			
Public Relations			
7	O0342	Public Relations Management	B
8	O0724	Public Relations Writing*	B
Broadcasting			
7	O0824	Reportage Technique and News Caster*	B
8	O0655	Radio and Television Broadcast Production	B
Digital Journalism			
7	O0753	Introduction to Graphic	C
8	O0554	Press Publication*	C

*) Tutorial & Multipaper