Marketing Communication

Introduction

Marketing Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Public Relations. Marketing Communication Program has two concentrations, i.e. Corporate Communication and Brand Communication. Both concentrations emphasize developing communication skills using print, electronic and digital media, and the ability to design strategic communication plans for different target audiences. Corporate Communication focuses on designing strategic communication plans for corporate sustainability using various public relations tools, such as news releases and publications, social media, corporate events, corporate social responsibility activities, etc. Brand Communication focuses on designing a strategic plan for brand sustainability, such as existing and potential customers, media, industrial associations, government-related parties, etc.

All concentrations offer advanced ICT and a globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. Our curriculum consists of a three-year study on-campus, and a one-year enrichment program. During their four years of study, students will be able to acquire professional, as well as international experiences.

Vision

A world class Communication Study Program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

Mission

The mission of Communication Study Program is to build the nation and to contribute to global community development by providing world class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards.
2. Resolving the nation's issues through high impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

Program Objective

The objectives of the program are:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era;
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society;
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective;

2. Able to perform multi-channel communication;

3. Able to implement humanity value and professional ethics in communication practices;

4. Able to plan communication strategy for corporate sustainability;

5. Able to plan marketing communication strategy for brand sustainability;

6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Marketing Communication Program offers extensive industrial fields with prospective careers such as Public Relations; Entrepreneur/Sociopreneur; Marketing Communication Specialist; Advertising Specialist; Content Creator; Investor Relations; Government Relations; Community Relations; Media Relations; Copy Writer; UX Writer; Brand/Corporate Spokesperson; Key Opinion Leader Specialist; Social Media Specialist; Digital Strategist; Media Planner; Market Forecaster; Brand Community Specialist; Market Researcher.

Curriculum

Marketing Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft skills. To ensure the quality of our graduates, we collaborate with various national and international industries, HEI, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern public relations laboratory and a television and radio broadcasting laboratory. All laboratories are available on Kemanggisan and Alam Sutera campuses.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013019	Character Building: *Pancasila*	2	20
	COMM6460019	Political Communication[2]	2	
	COMM6385019	Interpersonal Communication[1]	4	
	COMM6601019	Introduction to Communication Science	2	
	COMM6639019	Psychology of Communication[1]	2	
	COMM6602019	Writing Fundamentals	2	
	COMM6389019	Public Speaking[1] *(AOL)*	4	
	COMM6383019	Philosophy and Ethics of Communication *(AOL)*	2	
		Foreign Language Courses	0	
2	CHAR6014019	Character Building: *Kewarganegaraan*	2	20
	COSC6011019	Foundations of Artificial Intelligence	2	
	LANG6027019	Indonesian	2	
	STAT6204019	Statistics	2	
	COMM6603019	Organizational Communication and Professional Practice[1,2] *(AOL)*	4	
	COMM6012019	Theory of Communication *(AOL)*	4	
	COMM6099019	Intercultural Communication[1]	4	
		Foreign Language Courses	0	
3	CHAR6015019	Character Building: *Agama*	2	18

Sem	Code	Course Name	SCU	Total
	ENTR6510005	Entrepreneurship: Prototyping	2	
	COMM6610019	Communication Research Methodology[2] *(AOL) (AIE)*	4	
	COMM6605019	Contemporary Content Production[2] *(AOL)*	4	
	COMM6611019	Society and Digital Culture[1&2]	2	
	COMM6612019	Communication Data and Technology[2] *(AIE)*	4	
		Foreign Language Courses	0	
4	COMM6626019	Business Research and Trend Forecasting[1]	2	22
	COMM6627019	Business Ethics & Sustainability[1&2]	2/2	
	COMM6628019	Communication Audit[1]	2	
	COMM6606019	Multimedia Storytelling *(AOL)*	4	
	COMM6425019	Event Management	2	
	COMM6629019	Understanding Intergenerational Communication	2	
	COMM6424019	Media Campaign and Monitoring[1&2]	2/2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
		Foreign Language Courses	0	
		Stream: Corporate Communication		
	COMM6630019	Crisis Communication[1]	2	
	COMM6631019	Public Affair[1]	2	
	COMM6632019	Writing for Corporate Communication[1&2]	2/2	
	COMM6541019	Digital Corporate Communication	2/2	
	COMM6633019	Corporate Sustainability[1] *(AOL)*	4	
	COMM6607019	Strategic Corporate Communication[1&2] *(AOL)*	4	
		Stream: Brand Communication		
	COMM6634019	Environmental Issues and Brand Activism[1] *(AOL)*	4	
	COMM6635019	Integrated Marketing Communication[1]	2	
	COMM6636019	Media Planning and Buying[1]	2	
	COMM6608019	Brand Sustainability Strategy[1] *(AOL)*	4	20
	COMM6637019	Brand Activation[1&2]	2/2	
	COMM6638019	Social Media Planning & Engagement[2]	2/2	
		Stream: Digital Media Communication[4]		
	COMM6574012	Production Planning	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication[1&2]	4	
	MDIA6054012	Creative Audio Visual	2	
	DSGN6801012	Motion Graphics	2	
	COMM6576012	Content Production	6	
		Stream: Digital Public Relations[4]		
	COMM6669018	Creative Advertising	2/2	
	COMM6670018	SEM and SEO Management[2]	4	
	COMM6671018	Global Branding Strategy[1]	4	
	COMM6672018	Digital Platform Strategies & Analytics[1]	4	
	COMM6673018	Event Management[1]	2/2	

Sem	Code	Course Name	SCU	Total
	Minor Program		20	
	Free Electives		20	
	Multidisciplinary Stream		20	
6	**Stream: Corporate Communication**			20
	Enrichment Program I		20	
	Stream: Brand Communication			
	Enrichment Program I		20	
	Minor Program/Free Electives/Multidisciplinary Stream/Mobility			
	Enrichment Program I		20	
7	**Stream: Corporate Communication**			20
	Enrichment Program II		20	
	Stream: Brand Communication			
	Enrichment Program II		20	
	Minor Program/Free Electives/Multidisciplinary Stream/Mobility			
	Enrichment Program II		20	
8	COMM6546019	Pre-Thesis	2	6
	COMM6547019	Thesis	4	
	COMM6597019	Thesis	6	
			Total Credits 146 SCU	

1) This course is delivered in English

2) Global Learning System courses

4) Conducted for student mobility program in Binus @Malang

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

Multidisciplinary Stream/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Cross Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. **Students must pass with a minimum Grade of C.**

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253019	English for Frontrunners	0
ENGL6254019	English for Independent Users	0
ENGL6255019	English for Professionals	0
JAPN6190019	Basic Japanese Language*	0
CHIN6163019	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.

3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Pre-thesis (2 SCU) & Thesis (4 SCU) *can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program*

Minor Scheme

Minor Program	Semester 5
Minor @ BINUS Kemanggisan	
Blockchain Technology and Business	-
Creative Digital Storytelling	-
Cross Cultural Communication	-
Data Analytics	v
Digital Banking	-
Digital Ecosystem	v
Event Business and Entertainment	-
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	v
Robotic Process Automation	v
Sustainable Development	v
Minor @ BINUS Alam Sutera	
Digital Transformation	v
Minor @ BINUS Bekasi	
Culinary	v
Virtual Services Experience	v
Minor @ BINUS Malang	
Digital Technopreneur	v
Minor @ BINUS Bandung	
Designpreneur	v
Minor @ BINUS Semarang	
Content Creation	v
Metaverse in Business	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Data Analytics

Fundamental Courses

Course		SCU
ISYS6680003	Introduction to Data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
	Total SCU	10

Supporting Courses

Course		SCU
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
	Total SCU	10

2. Minor Program: Digital Ecosystem

Fundamental Courses

Course		SCU
COMP6683001	Introduction to Artificial Intelligence	2/2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
	Total SCU	10

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
	Total SCU	10

3. Minor Program: Interactive & Users Experience Design

Fundamental Courses

Course		SCU
ISYS6553003	User-Centered Research and Evaluation	4
PSYC6176027	Psychology and User Experience	4
DSIN6003007	Fundamental of Interface Design	2
	Total SCU	10

Supporting Courses

Course		SCU
ISYS6554003	Core Principles: Interactive Design	4
DSGN6837007	Digital Design Production	4
ISYS6556003	Information Architecture	2
	Total SCU	10

4. Minor Program: Robotic Process Automation

Fundamental Courses

Course		SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6687003	Business Process Improvement	2
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
	Total SCU	**10**

5. Minor Program: Human Capital in Digital Workplace

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4
	Total SCU	**20**

6. Minor Program: Sustainable Development

Fundamental Courses

Course		SCU
ISYE6154011	Sustainable Design and Manufacture	4
CPEN6217010	Digital for Sustainable Development	4
ARCH6119014	Introduction to Sustainable Development	2
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYE6155011	Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008	Engineering Material	4
CIVL6118013	Engineering Economic	4
	Total SCU	**10**

7. Minor Program: Digital Transformation

Fundamental Courses

	Course	SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
	Total SCU	**10**

Supporting Courses

	Course	SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
	Total SCU	**10**

8. Minor Program: Culinary

Fundamental Courses

	Course	SCU
HTMN6108021	Food and Beverage Management	2
HTMN6008021	Kitchen Operation	4
HTMN6128021	Pastry and Bakery Operation	4
	Total SCU	**10**

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

	Course	SCU
HTMN6155021	Indonesian Cuisine	4
HTMN6125021	Restaurant Operation	4
HTMN6154021	Culinary Tourism	2
	Total SCU	**10**

SCU for HTMN6155021, HTMN6125021 are practical

9. Minor Program: Virtual Service Experience

Fundamental Courses

	Course	SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
	Total SCU	**10**

Supporting Courses

	Course	SCU
ISYS6562003	Virtual Market Place	4
HTMN6082021	Virtual Hospitality Management	4
ISYS6563003	Seminar on Virtual Services	2
	Total SCU	**10**

10. Minor Program: Digital Technopreneur

Fundamental Courses

Course		SCU
ENTR6528002	The Entrepreneurial Innovator	4
DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENTR6529002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
	Total SCU	20

11. Minor Program: Designpreneur

Fundamental Courses

Course		SCU
ENTR6525032	Fundamental of Designpreneur	4
COMP6688031	UI/UX Development	4
DSGN6797034	Surface Packaging Design	4
ENTR6526032	Hospitality and Service Design	4
DSGN6843033	Project Design	4
	Total SCU	20

12. Minor Program: Content Creation

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6392055	Digital marketing	4
DSIN6042053	Photography for Creators	2
Total SCU		10

Supporting Courses

Course		SCU
DSGN6990053	Creative Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4
Total SCU		10

13. Minor Program: Metaverse in Business

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	10

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
	Total SCU	10

Multidisciplinary Stream Scheme

Multidisciplinary Stream	Owner Department	Multidisciplinary Stream Scheme
		Full 20 SCU
		Semester 5
Stream @Greater Jakarta		
Corporate Communication	Marketing Communication	-
English for Business Professionals	English Literature	v
English as Foreign Language Learning	English Literature	-
English for Specific Academic Purposes	English Literature	-
Japanese Language & Business Culture	Japanese Literature	-
Strategic Digital Production	Mass Communication	-

1. English For Business Professionals

Course		SCU
ENGL6154024	English for Business Communications	4
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
MKTG6112024	Language Innovations in Marketing and Advertising	2
COMM6506024	Current Issues in Business Communications	2
ENGL6244024	Social Media Broadcasting	4
ENGL6245024	Business Rhetoric	4
	Total SCU	20

Appendix: Free Electives (5th Semester)

Students will receive information about free Electives during the registration period.

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) *Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.*

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	FS	IS
1	v							v						
2	v								v					
3	v									v				
4	v										v			
5	v											v		
6		v						v						
7			v					v						
8				v				v						
9					v			v						
10							v	v						
11							v		v					
12	v												v	
13		v											v	
14			v										v	
15				v									v	
16					v								v	
17						v							v	
18					v			v						
19					v								v	
20	v													v

Note:

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
Stream : Corporate Communication			
COMM6440019	Corporate Communication in Industrial Practices	8	
COMM6555019	Corporate Communication Strategy in Industry	8	20
COMM6133019	EES in Industrial Practices	4	
Stream : Brand Communication			
COMM6442019	Brand Communication in Industrial Practices	8	
COMM6556019	Brand Communication Strategy in Industry	8	

Code	Course Name	SCU	Total
COMM6133019	EES in Industrial Practices	4	
Minor Program/Free Electives/Multidiciplinary Stream/Mobility			
COMM6508019	Communication in Industrial Practices	8	
COMM6640019	Communication Planning in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Enrichment Program II			
Stream : Corporate Communication			
COMM6444019	Corporate Communication in Professional Practices	8	
COMM6557019	Reputation Management in Industry	8	
COMM6136019	EES in Professional Practices	4	
Stream : Brand Communication			20
COMM6445019	Brand Communication in Professional Practices	8	
COMM6558019	Managing Brand Reputation in Industry	8	
COMM6136019	EES in Professional Practices	4	
Minor Program/Free Electives/Multidiciplinary Stream/Mobility			
COMM6586019	Communication in Professional Practices	8	
COMM6641019	Communication in Business Practice	8	
COMM6136019	EES in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6637019	New Venture Initiation in Communication Industry	8	
ENTR6638019	Product Development Process in Communication Industry	8	20
ENTR6184019	EES in New Communication Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6230019	Research Experience	8	
RSCH6525019	Scientific Writing for Communication Research	8	20
RSCH6138019	Global EES in Communication Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6132019	Community Outreach Project Implementation	8	
CMDV6307019	Community Outreach Project Design in Communication Context	8	20
CMDV6058019	Employability and Entrepreneurial Skills in Communication Context	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6005019	Elective Course for Study Abroad 1	4	
GLOB6006019	Elective Course for Study Abroad 2	4	
GLOB6007019	Elective Course for Study Abroad 3	4	
GLOB6008019	Elective Course for Study Abroad 4	4	
GLOB6009019	Elective Course for Study Abroad 5	2	
GLOB6010019	Elective Course for Study Abroad 6	2	
GLOB6011019	Elective Course for Study Abroad 7	2	
GLOB6012019	Elective Course for Study Abroad 8	2	20
GLOB6013019	Elective Course for Study Abroad 9	2	
GLOB6014019	Elective Course for Study Abroad 10	2	
GLOB6015019	Elective Course for Study Abroad 11	2	
GLOB6016019	Elective Course for Study Abroad 12	2	
GLOB6251019	Elective Course for Study Abroad 29	4	
GLOB6304019	Elective Course for Study Abroad 49	6	
GLOB6305019	Elective Course for Study Abroad 50	6	
GLOB6306019	Elective Course for Study Abroad 51	6	

*) *Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
Enrichment Program I/II			
CSIS6001019	Course Certification	3	
CSIS6002019	Technical Skill Enrichment	4	
CSIS6003019	Industrial Project	9	
CSIS6004019	Soft Skill Enrichment	4	
CSIS6005019	Elective Course for Specific Independent Study 1	8	
CSIS6006019	Elective Course for Specific Independent Study 2	8	
CSIS6007019	Elective Course for Specific Independent Study 3	6	20
CSIS6008019	Elective Course for Specific Independent Study 4	6	
CSIS6009019	Elective Course for Specific Independent Study 5	6	
CSIS6010019	Elective Course for Specific Independent Study 6	5	
CSIS6011019	Elective Course for Specific Independent Study 7	5	
CSIS6012019	Elective Course for Specific Independent Study 8	5	
CSIS6013019	Elective Course for Specific Independent Study 9	5	
CSIS6014019	Elective Course for Specific Independent Study 10	4	
CSIS6015019	Elective Course for Specific Independent Study 11	4	

Code	Course Name	SCU	Total
CSIS6016019	Elective Course for Specific Independent Study 12	4	
CSIS6017019	Elective Course for Specific Independent Study 13	4	
CSIS6018019	Elective Course for Specific Independent Study 14	4	
CSIS6019019	Elective Course for Specific Independent Study 15	3	
CSIS6020019	Elective Course for Specific Independent Study 16	3	
CSIS6021019	Elective Course for Specific Independent Study 17	3	
CSIS6022019	Elective Course for Specific Independent Study 18	3	
CSIS6023019	Elective Course for Specific Independent Study 19	3	
CSIS6024019	Elective Course for Specific Independent Study 20	3	
CSIS6025019	Elective Course for Specific Independent Study 21	2	
CSIS6026019	Elective Course for Specific Independent Study 22	2	
CSIS6027019	Elective Course for Specific Independent Study 23	2	
CSIS6028019	Elective Course for Specific Independent Study 24	2	
CSIS6029019	Elective Course for Specific Independent Study 25	2	
CSIS6030019	Elective Course for Specific Independent Study 26	2	
CSIS6031019	Elective Course for Specific Independent Study 27	2	
CSIS6032019	Elective Course for Specific Independent Study 28	2	
CSIS6033019	Elective Course for Specific Independent Study 29	1	
CSIS6034019	Elective Course for Specific Independent Study 30	1	
CSIS6035019	Elective Course for Specific Independent Study 31	1	
CSIS6036019	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Further Study Track

Students will receive information about Further Study Track Courses during the registration period.

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6013019	Character Building: *Pancasila*	B
2	COMM6012019	Theory of Communication*	C
3	COMM6603019	Organizational Communication and Professional Practice*	C
4	COMM6610019	Communication Research Methodology	C
5	COMM6605019	Contemporary Content Production	C
6	COMM6606019	Multimedia Storytelling	C
7	ENTR6511005	Entrepreneurship: Market Validation	C
Streaming Course			
8	COMM6607019	Strategic Corporate Communication*	C
8	COMM6608019	Brand Sustainability Strategy*	C
Stream Mobility Course			
8	COMM6669018	Creative Advertising	C
9	COMM6672018	Digital Platform Strategies & Analytics	C
8	COMM6574012	Production Planning	C
9	COMM6576012	Content Production	C

*) Tutorial