Marketing Communication

Introduction

Marketing communication is an interdisciplinary major that combines the concepts and theories of Marketing and Communication Science that have two choices, there are Marketing communication program and Mass communication program. Marketing communication program has two concentrations; Marketing Public Relations (MPR) and Corporate Public Relations (CPR). In MPR, students will learn about how to branding the product, IMC (Integrated Marketing Communication), negotiation technique and lobbying, advertising, writing skills in marketing in a communication context. Whereas in CPR, students will learn about how to manage the corporate reputation, develop the corporate social responsibility programs, writing skills in a corporate communication context.

All concentrations offer advanced ICT and globally minded approach as characteristic of BINUS UNIVERSITY. As enrichment of learning a program, students will be facilitated for 1 year national and international industrial experience, besides 3 years study on campus. We facilitate student to communicate with the global community through student exchanges local and international such as Padjajaran University (local), Hanyang University (Korea), Han University (Holland), University of Southern Indiana (USA).

Vision

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

Mission

The mission of Marketing Communication Program 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 as a professional Marketing Communication.
2. Educating students in the fundamental skills, knowledge, research and practice of Marketing Communication by providing high quality of teaching and learning experiences in real world applications and prepare them to continue their advance studies.
3. Conducting research and providing professional services of Marketing Communication particularly in public speaking for society development.
4. Preparing students for strategic positions in service industries and/or for advanced degrees in Marketing Communication in a challenging multicultural world.
5. Improving the quality of life of the global Community through researches and overseas internships.

Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of theoretical and practical knowledge in Marketing Communication to be a professional public relations officer.
2. To prepare students with a solid foundation in research skills and analytical thinking to conduct research in the field of Communication especially in Marketing Communication.
3. To equip students with applied communication and entrepreneurial skills through internship to be succeed in the global industry.

Student Outcomes

After completing the study, graduates are:

1. Able to analyze cases in communication in order to provide a solution with the communication science approach.
2. Able to conduct communications research by implementing the theories and concepts of communication science.
3. Able to design solutions in communication science approach in order to deal with crisis communication both internally, externally, or community using a various media.
4. Able to demonstrate professional ethics of communication that appropriate with the context and relevant purposes.
5. Able to represent the skills to interact with various society professionally.
6. Able to integrate the use of technology and communication skills to build relationships with community, media, government and public.
7. Able to integrate business opportunities in the communication field, and implement it to an applicable business plan.
8. Able to build public understanding related to message essence of a product / service using various media through marketing communications approach.
9. Able to build relationships between company and stakeholders using various media through communication science approach.

Prospective Career of the Graduates

Marketing Communication prepare students have careers such as:

- MPR: Marketing Communication Manager, PR Hotel/Café, Presenter (off & on air), Guest Relations Manager, Event Organizer, Artist Management, Personal Branding Advisor, Promotion Manager, PR Consultant, Trainer of communication service.
- CPR: Corporate Communication, Corporate Affair, Motivator, HR Counselor, Investor Relations, Corporate Secretary (Public Company), CSR Manager, Trainer of communication in organization.

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 public relations laboratory, television and radio broadcasting laboratory located at the Syahdan and Alam Sutra campus. Practical experience with current technology tools and 1 year internship programs ensure that students have not only strong academic preparation but also practical experience in industries activity. To support the quality of learning process the program has collaboration with industries such as El Shinta TV, The Valley Resort, Binus TV, Lampung Post, Interview First, John Robert Powers, Jasa Marga. For academic collaborations, we engaged with Petra University, Hasanuddin University, Padjajaran University, etc. All curriculum always reviewed by the partners to keep the global quality.

Course Structure

Sem	Code	Course Name	SCU	Total
1	COMM6106	Sociology and Anthropology in Communication Context	2	20
	COMM6100	Introduction to Communication Science	4	
	LANG6030	Indonesian	4	
	COMM8101	Philosophy of Communication	2	
	COMM6009	Introduction to Political Science*	2	
	COMM6097	Speaking in Public*	4	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	20
	COMM6012	Theory of Communication	4	
	COMM6098	Human Relations in Communication Context*	4	
	COMM6129	Organizational Communication*	4	
	COMM8107	Sociology of Communication	2	
	COMP6177	Computer laboratory in Communication Context	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	COMM6014	Theory of Mass Communications	4	
	COMM6099	Intercultural Communication*	4	
	COMM8108	Psychology of Communication	2	
	ENTR6003	Entrepreneurship I	2	
	COMM6087	Writing Techniques in Communication Context	4	
	COMM6157	Introduction to Public Relations*	2	
	CHIN6095	Chinese Language in Marketing Communication	4	
4	CHAR6015	Character Building: Agama	2	22
	STAT6080	Statistics in Communication Context	4	
	COMM6019	Public Opinion*	2	
	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	
	COMM6130	Professional Image and Acting*	2/2	
	Stream : Corporate Public Relation			
	COMM6118	Corporate PR Writing and Advertorial in a Global Sector	2/2	
	COMM6119	Communications in Crisis*/**	2	
	Stream : Marketing Public Relation			
	COMM6109	Marketing Public Relations Writing**	2/2	
	COMM6116	Customer Relationship Management and Media Planning in MPR Context*	2	

Sem	Code	Course Name	SCU	Total
5	**Stream : Corporate Public Relation**			16
	Enrichment Program I		16	
	Stream : Marketing Public Relation			
	Enrichment Program I		16	
6	ENTR6004	Entrepreneurship II	2	22
	COMM6081	Introduction to Journalism and Broadcasting*	2	
	Stream : Corporate Public Relation			
	COMM6123	Corporate Relationship Management and Media Planning in CPR Context*	2/2	
	COMM6124	Public Relations Management and Reputation Management in CPR Context*	2	
	COMM6125	Political Branding, Culture and Power of Organization*	2/2	
	LAWS6109	Business Law in CPR Context	2	
	COMM6121	Strategic Corporate Communication and Media Campaign in a Global World*/**	2/2	
	COMM6127	Corporate Public Relations Ethics	2	
	Stream : Marketing Public Relation			
	COMM6111	Digital Marketing Public Relations	2/2	
	COMM6150	Integrated Marketing Communications and Consumer Behavior in MPR Context*	2	
	COMM6151	Advertising and Branding for Marketing Public Relations*/**	2/2	
	COMM6117	Marketing Communication Program and Event Management	2/2	
	COMM6115	Marketing Public Relations Ethics	2	
	COMM6114	Introduction to Marketing and Negotiation Technique in MPR Context*	2	
7	**Stream : Corporate Public Relation**			16
	Enrichment Program II		16	
	Stream : Marketing Public Relation			
	Enrichment Program II		16	
8	**Stream : Corporate Public Relation**			16
	COMM6459	Thesis of Corporate Public Relations	6	
	Stream : Marketing Public Relation			
	COMM6458	Thesis of Marketing Public Relations	6	
TOTAL CREDIT 146 SCU				

**) This course is delivered in English*

***) Entrepreneurship Embedded*

English University Courses:

-) *For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

Enrichment Program I (5th Semester) & Enrichment Program II (7th Semester):

-) *Student will take one of enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 5						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
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			

Notes:
I : Internship
RS : Research
ENTR : Entrepreneurship
CD : Community Development
SA : Study Abroad
*etc : Department specific needs

Notes:
Student can choose one of the available tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			16
Stream : Corporate Public Relation			
COMM6120	Corporate Public Relations in Industrial Practices	8	
COMM6138	Reputation Management in Industry	2	
COMM6139	Communication Strategy in Industry	2	
COMM6133	EES in Industrial Practices	4	
Stream : Marketing Public Relation			
COMM6110	Marketing Public Relations in Industrial Practices	8	
COMM6148	Branding Strategy in Industry	2	
COMM6139	Communication Strategy in Industry	2	
COMM6133	EES in Industrial Practices	4	
Enrichment Program II			16
Stream : Corporate Public Relation			
COMM6122	Corporate Public Relations in Professional Practices	8	
COMM6140	Corporate Campaign in Industry	2	
COMM6141	Globalized Networking in Industry	2	
COMM6136	EES in Professional Practices	4	
Stream : Marketing Public Relation			
COMM6112	Marketing Public Relations in Professional Practices	8	
COMM6152	Marketing Public Relations Campaign in Industry	2	
COMM6141	Globalized Networking in Industry	2	
COMM6136	EES in Professional Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: *(For students who only take Entrepreneurship track in semester 5, should take these courses)*			16
ENTR6298	Business Start Up	8	
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	
For students who take Entrepreneurship track in semester 5 and 7, should take these courses:			
Enrichment Program I			
ENTR6298	Business Start Up	8	
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	
Enrichment Program II			16
ENTR6312	Growing a Business	8	
ENTR6185	Lean Start Up & Business Plan in Communication Field	2	
ENTR6186	Venture Capital in Communication Field	2	
ENTR6187	EES in Communication Business Experience	4	
Enrichment Program II: *(For students who only take Entrepreneurship track in semester 7, should take these courses)*			
ENTR6298	Business Start Up	8	
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6230	Research Experience	8	16
RSCH6137	Scientific Writing for Communication Research	4	
RSCH6138	Global EES in Communication Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6132	Community Outreach Project Implementation	8	16
CMDV6057	Community Outreach Project Design in Communication Context	4	
CMDV6058	Employability and Entrepreneurial Skills in Communication Context	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
GLOB6005	Elective Course for Study Abroad 1	4	16
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

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

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	COMM6097	Speaking in Public	B
4	COMM6012	Theory of Communication*	B
5	COMM6087	Writing Techniques in Communication Context	B
6	COMM6130	Professional Image and Acting*	B
Stream : Corporate Public Relations			
7	COMM6119	Communications in Crisis	B
8	COMM6124	Public Relations Management and Reputation Management in CPR Context*	B
Stream: Marketing Public Relations			
7	COMM6116	Customer Relationship Management and Media Planning in MPR Context	B
8	COMM6150	Integrated Marketing Communications and Consumer Behavior in MPR Context*	B

*) Tutorial & Multipaper