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 on developing communication skills using conventional and digital media, and the ability to design strategic communication plan for various stakeholders. Corporate Communication focuses on designing strategic communication plan to build and maintain good and mutual relationship with company’s internal and external public through diverse public relations tools, such as news releases and publications, social media, corporate events, corporate social responsibility activities, etc. Brand Communication focuses on designing strategic plan to communicate brands credibly to the related target audience, such as existing and potential customers, media, industrial associations, government-related parties, etc.

All concentrations offer advanced ICT and 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 three-years study on-campus, and one-year enrichment program. During their four-years of study, students will be able to acquire professional, as well as international experiences.

Vision
A leading Communication Program creating professionals with integrity, creative, open-minded, and digitally savvy.

Mission
The mission of Communication Program is to contribute to the global community through the provision of world-class education by:
1. Recognizing, nurturing and rewarding the most creative and value adding talents, both lecturers and students.
2. Educating students in the fundamental skills, knowledge, research and practice of communication science, by providing high quality and up-to-date teaching and learning experiences; and prepare them to continue their advanced studies.
3. Conducting research and professional services in communication field for society development.
4. Preparing students for strategic positions in communication field as public relations professionals in the challenging global world.
5. Improving the quality of life of the global community through research and community development activities.

Program Objective
The objectives of the program are:
1. To provide students with a solid foundation of theoretical knowledge in communication to be implemented in research and community development.
2. To prepare students with organizational and business knowledge in order to become successful professionals in public relations.
3. To equip students with applied communication and entrepreneurial skills through enrichment programs to face the challenging global world.
**Student Outcomes**

After completing the study, graduates are:

1. Able to analyse 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 which are appropriate with the context and relevant purpose.
5. Able to write ethically to different level of societies using both, conventional and digital media.
6. Able to conduct professional communication to build and maintain relationships with stakeholders using relevant channel.
7. Able to design business plan in communication field.
8. Able to develop strategic plan to communicate the brand to the target market using various media platforms.
9. Able to develop strategic corporate communication plan to stakeholders using relevant channel.

**Prospective Career of the Graduates**

Marketing Communication Program offers extensive industrial fields with prospective careers such as:

- Corporate Communication: Public Relations Professionals, Corporate Communication Specialists, Media Campaign Specialists, Investor Relations Professionals, Industrial Relations Professionals, Corporate Secretary for Public-Listed companies, Government Relations Specialists, etc.
- Brand Communication: Branding Consultant Specialists, Social Media Specialists, Professional Event Organizers, Community Relations Specialists, etc.

**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. In order 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 are also supported by a modern public relations laboratory, television and radio broadcasting laboratory. All laboratories are available in Kemanggisan and Alam Sutera campus.
# Course Structure

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*) This course is delivered in English
**) Global Learning System Course

**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
- Students must pass English Savvy with a minimum Grade of C.

**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

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Notes:
- IN: Internship
- RS: Research
- EN: Entrepreneurship
- CD: Community Development
- SA: Study Abroad
- etc: Study Program Special Purposes

Notes:
Student will take one of enrichment program tracks

## Enrichment Internship Track

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Enrichment Study Abroad Track*

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*) 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:

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*) Tutorial & Multipaper