

## 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**

Sem	Code	Course Name	SCU	Total	
1	COMM6100	Introduction to Communication Science	4	20	
	COMM6382	Introduction to Sociology*	2		
	COMM6383	Philosophy and Ethics of Communication	2		
	COMM6386	Writing Fundamentals	4		
	COMM6389	Public Speaking*	4		
	LANG6027	Indonesian	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	COMM6012	Theory of Communication	4		
	COMM6460	Political Communication*	2		
	COMM6385	Interpersonal Communication*	4		
	COMM8108	Psychology of Communication*	2		
	COMP6177	Computer Laboratory in Communication Context	2		
	ENTR6509	Entrepreneurship: Ideation	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	COMM6387	Social Design Thinking	4		
	COMM6099	Intercultural Communication*&**	4		
	COMM6157	Introduction to Public Relations*&**	2		
	COMM6014	Theory of Mass Communication	4		
	COMM6019	Public Opinion*&**	2		
	COMM6388	Contemporary Writing**	2		
	ENTR6510	Entrepreneurship: Prototyping	2		
4	CHAR6015	Character Building: Agama	2	22/22	
	COMM6129	Organizational Communication*&**	4		
	COMM6464	Communication Technology	4		
	ENTR6511	Entrepreneurship: Market Validation	2		
	COMM6424	Media Campaign & Monitoring*&**	2/2		
	<b>Stream: Corporate Communication</b>				
	COMM6426	Narrative Development**	2/2		
	COMM6427	Strategic Public Relations*&**	2		
	<b>Stream: Brand Communication</b>				
	COMM6435	Global Consumer Behavior*	2		
	COMM6428	Strategic Brand Management*&**	2		
COMM6429	Public Relations Management*	2			
5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	24/24	
	COMM6072	Event Management*	2/2		
	COMM6390	Workplace Ethics and Behavior*&**	2/2		
	COMM6469	Digital Public Relations*&***	2/2		

Sem	Code	Course Name	SCU	Total
5	<b>Stream: Corporate Communication</b>			
	COMM6431	Crisis and Reputation Management*	4	
	COMM6467	Communication & Public Affairs*	4	
	<b>Stream: Brand Communication</b>			
	COMM6468	Writing for Branding**	4	
	COMM6434	Integrated Marketing Communication*	2/2	
6	<b>Stream: Corporate Communication</b>			16
	Enrichment Program I		16	
	<b>Stream: Brand Communication</b>			
	Enrichment Program I		16	
7	<b>Stream: Corporate Communication</b>			16
	Enrichment Program II		16	
	<b>Stream: Brand Communication</b>			
	Enrichment Program II		16	
8	<b>Thesis: Corporate Communication</b>			6
	COMM6436	Thesis Corporate Communication	6	
	<b>Thesis: Brand Communication</b>			
	COMM6437	Thesis Brand Communication	6	
<b>Total Credits 146 SCU</b>				

\*) This course is delivered in English

\*\*) Global Learning System Course

**English University Courses:**

- ) For 1<sup>st</sup> 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 2<sup>nd</sup> 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 (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> 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	etc	IN	RS	EN	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					
11						v			v			

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

Code	Course Name	SCU	Total	
<b>Enrichment Program I</b>				
<b>Stream : Corporate Communication</b>				
COMM6440	Corporate Communication in Industrial Practices	8	16	
COMM6441	Corporate Campaign in Industry	2		
COMM6139	Communication Strategy in Industry	2		
COMM6133	EES in Industrial Practices	4		
<b>Stream : Brand Communication</b>				
COMM6442	Brand Communication in Industrial Practices	8		
COMM6443	Brand Campaign in Industry	2		
COMM6139	Communication Strategy in Industry	2		
COMM6133	EES in Industrial Practices	4		
<b>Enrichment Program II</b>				
<b>Stream : Corporate Communication</b>				
COMM6444	Corporate Communication in Professional Practices	8	16	
COMM6140	Corporate Campaign in Industry	2		
COMM6141	Globalized Networking in Industry	2		
COMM6136	EES in Professional Practices	4		
<b>Stream : Brand Communication</b>				
COMM6445	Brand Communication in Professional Practices	8		
COMM6148	Branding Strategy in Industry	2		
COMM6141	Globalized Networking in Industry	2		
COMM6136	EES in Professional Practices	4		

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
ENTR6298	Business Start Up	8	16
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	
<b>Enrichment Program II</b>			
ENTR6298	Business Start Up	8	16
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
<b>Enrichment Program I</b>			
RSCH6230	Research Experience	8	16
RSCH6137	Scientific Writing for Communication Research	4	
RSCH6138	Global EES in Communication Research	4	
<b>Enrichment Program II</b>			
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
<b>Enrichment Program I</b>			
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	
<b>Enrichment Program II</b>			
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
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
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	
<b>Enrichment Program II</b>			
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	Course Code	Course Name	Minimal Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6511	Entrepreneurship: Market Validation	C
3	COMM6387	Social Design Thinking	B
4	COMM6012	Theory of Communication*	B
5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	B
6	COMM6390	Workplace Ethics and Behavior*	B
7	COMM6464	Communication Technology	B
<b>Stream: Corporate Communication</b>			
8	COMM6427	Strategic Public Relations*	B
<b>Stream: Brand Communication</b>			
8	COMM6428	Strategic Brand Management*	B

\*) Tutorial & Multipaper