

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 print, electronic and digital media, and the ability to design strategic communication plan for different target audiences. Corporate Communication focuses on designing strategic communication plan to build and maintain mutual relationships with company's internal and external public using 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 identity, value and image to manage brand reputation 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 added 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 theoretical, practical, and multicultural knowledge and values in communication to be implemented in professions, research and community development;
2. To prepare students with organizational and business knowledge to become professionals in public relations in an inclusive society;
3. To equip students with ethical and applied skills in communication and entrepreneurial through enrichment programs.

Student Outcomes

After completing the study, graduates are:

1. Able to analyze cases in communication scope in order to provide a solution with the communication approach;
2. Able to conduct communications research by implementing the theories and concepts of communication;
3. Able to design a solution with communication approach in order to manage communication crisis internally, externally, and society using various media;
4. Able to demonstrate professional communication ethics along with the relevant contexts and purposes;
5. Able to write in compliance with writing ethics and objectives for diverse society, using both conventional and digital media;
6. Able to plan brand communication strategies in accordance with the target markets by utilizing various media platforms;
7. Able to plan corporate communication strategies in accordance with stakeholder needs by using relevant channels;
8. 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:

- Corporate Communication: Public Relations Professional, Corporate Communication Specialist, Digital Campaign Specialist, Media Campaign Specialist, Communication Ethical Advisor, Investor Relations Professional, Industrial Relations Professional, Corporate Affair for Public-Listed companies, Government Relations Specialist, etc.
- Brand Communication: Branding Consultant Specialist, Social Media Specialist, Digital Campaign Specialist, UX Writer, Market Forecast and Research, Professional Event Organizer, Community Relations Specialist, etc.
- Digital Public Relations: Public Relations Consultant, Strategic Planner, Branding Expert, Social Media Strategist, Influencer, Marketing Communication, Campaign Expert, etc
- Digital Media Communication: Front Stage: Master of Ceremony, TV Presenter, Host, Reporter, News Caster, Journalist, Youtuber, Blogger, Vlogger, Influencer, Performer, etc. Back Stage: Auditor Communication, Consellor, Brand Consultant, Photojournalist, Production House Owner, Digital Campaign Business, Media Owner, Editor, Photographer, Communication Researcher, Program & Movie Director, 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 Kemanggisian and Alam Sutera campus.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	COMM6100019	Introduction to Communication Science	4	20	
	COMM6382019	Introduction to Sociology*	2		
	COMM6383019	Philosophy and Ethics of Communication	2		
	COMM6386019	Writing Fundamentals	4		
	COMM6389019	Public Speaking*	4		
	LANG6027019	Indonesian	2		
	English University Courses I				
	ENGL6128019	English in Focus	2		
	ENGL6130019	English for Business Presentation	2		
2	CHAR6013019	Character Building: Pancasila	2	20	
	COMM6012019	Theory of Communication	4		
	COMM6460019	Political Communication*	2		
	COMM6385019	Interpersonal Communication*	4		
	COMM8108019	Psychology of Communication*	2		
	COMM6019019	Public Opinion*&***	2		
	ENTR6509005	Entrepreneurship: Ideation	2		
	English University Courses II				
	ENGL6129019	English Savvy	2		
ENGL6131019	English for Written Business Communication	2			
3	CHAR6014019	Character Building: Kewarganegaraan	2	22	
	COMM6387019	Social Design Thinking	4		
	COMM6099019	Intercultural Communication*&***	4		
	COMM6014019	Theory of Mass Communications	4		
	COMM6129019	Organizational Communication*&***	4		
	COMM6388019	Contemporary Writing**	2		
	ENTR6510005	Entrepreneurship: Prototyping	2		
4	CHAR6015019	Character Building: Agama***	2	18/ Streaming Digital Media Communication: 22	
	COMM6527019	Communication Data and Technology***	6		
	ENTR6511005	Entrepreneurship: Market Validation***	2		
	Streaming: Corporate Communication				
	COMM6426019	Narrative Development**	2/2		
	COMM6540019	Communication & Public Affairs*	2		
	STAT6154019	Statistics for Communication	2		
	Streaming: Brand Communication				
	COMM6435019	Global Consumer Behavior*	2		
	COMM6549019	Writing for Branding**	2/2		
	STAT6154019	Statistics for Communication	2		
	Streaming: Digital Public Relations****				
	COMM6566018	Integrated Marketing Communications	2		
	COMM6567018	SEM and SEO Management*	2		

Sem	Code	Course Name	SCU	Total
	COMM6485018	Public Relations Photography	2	
	COMM6568018	Digital Platform Strategies	2	
	Streaming: Digital Media Communication****			
	COMM6574012	Production Planning	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication*	4	
	MDIA6054012	Creative Audio Visual	2	
	Minor Program		8	
	Free Electives		8	
5	RSCH6008019	Quantitative and Qualitative Research Methods in Communication Context***	4	20/ Streaming Digital Media Communication: 16
	COMM6390019	Workplace Ethics and Behavior*,&***	2/2	
	Streaming: Corporate Communication			
	COMM6431019	Crisis and Reputation Management*	4	
	COMM6523019	Corporate Event Management	2/2	
	COMM6541019	Digital Corporate Communication*&***	2/2	
	Streaming: Brand Communication			
	COMM6542019	Event Management for Brand	2/2	
	COMM6588019	Strategic Brand Management*&***	4	
	COMM6543019	Digital Brand Communication*&***	2/2	
	Streaming: Digital Public Relations****			
	COMM6487018	Branding and Advertising	2/2	
	COMM6569018	Event Management	2	
	DSGN6800018	Visual Design	4	
	COMM6570018	Digital Analytical for Public Relations*	2	
	Streaming: Digital Media Communication****			
	DSGN6801012	Motion Graphics	2	
	COMM6576012	Content Production**	6	
	Minor Program		12	
	Free Electives		12	
6	Streaming: Corporate Communication			20
	Enrichment Program I		20	
	Streaming: Brand Communication			
	Enrichment Program I		20	
	Minor Program/Free Electives			
7	Enrichment Program I		20	20
	Streaming: Corporate Communication			
	Enrichment Program II		20	
	Streaming: Brand Communication			
	Enrichment Program II		20	
	Minor Program/Free Electives			20
	Enrichment Program II		20	
	Enrichment Program II		20	

Sem	Code	Course Name	SCU	Total
8	COMM6546019	Pre-Thesis	2	6
	COMM6547019	Thesis	4	
	COMM6597019	Thesis	6	
Total Credits 146 SCU				

*) This course is delivered in English

**) Global Learning System Course

***) Conducted online or onsite in home or host campus

****) Conducted for student mobility program in Binus @Malang

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.
-) For 5th Semester: Students are required to choose Streaming or Minor Program same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
-) Students must pass English Savvy with a minimum Grade of C.

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 4	Semester 5
Minor @ Binus Kemanggis		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Data Analytics	v	v
Robotic Process Automation	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Virtual Service Experience	v	v
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
Minor @ Binus Bandung		
DesignPreneur	-	-

1. Digital Ecosystem

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
COMM6501019 Narrative Development	4
ISYS6549003 Digital Innovation	4
COMP6684001 Current Trends in Technology	4
DSGN6834007 Visual Identity	4
Total SCU	20

2. Human Capital in Digital Workplace

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

3. Sustainable Development

Course	SCU
ARCH6119014 Introduction to Sustainable Development	2
DSGN6835008 Engineering Material	4
ISYE6154011 Sustainable Design and Manufacture	4
ISYE6155011 Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217010 Digital for Sustainable Development	4
CIVL6118013 Engineering Economic	4
Total SCU	20

4. Cross Cultural Communication

Course	SCU
CHIN6133026 Chinese Conversation in Daily Works	2
CHIN6132026 Chinese Conversation in Daily Activities	4
CHIN6134026 Chinese Conversation in Business Communication	4
COMM6502019 Communication in Diversity	2
INTR6135029 Comparative Politics	4
BUSS6170025 Asian Business Ethics	4
Total SCU	20

5. Interactive & Users Experience Design

Course	SCU
PSYC6176027 Psychology and User Experience	4
ISYS6553003 User-Centered Research and Evaluation	4
DSGN6836007 Fundamental of Interface Design	4
ISYS6554003 Core Principles: Interactive Design	4
DSGN6837007 Digital Design Production	4
Total SCU	20

6. Data Analytics

Course		SCU
ISYS6680003	Introduction to data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
Total SCU		20

7. Robotic Process Automation

Course		SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
ISYS6687003	Business Process Improvement	2
COMP6859001	Intelligence Automation	2
Total SCU		20

8. Digital Transformation

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
MGMT6352005	Digital Strategy	4
Total SCU		20

9. Virtual Service Experience

Course		SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
ISYS6562003	Virtual Market Place	4
MGMT6354005	Virtual Operation and Supply Chain	4
HTMN6082021	Virtual Hospitality Management	4
ISYS6563003	Seminar on Virtual Services	2
Total SCU		20

10. Culinary

Course		SCU
HTMN6078021	Advanced in Pastry and Bakery	4
HTMN6050021	Culinary Business Event	2/2
HTMN6048021	Western and French Cuisine	2/4
HTMN6046021	Authentic Indonesian Cuisine	2/4
Total SCU		20

11. Digital Technopreneur

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
COMP6686004 Popular Technology	4
ENTR6529002 Market Intelligence	4
DSGN6839006 Interactive Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	20

Appendix: Free Electives (4th Semester & 5th Semester)

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580005	Digital Business Transformation	2	4
2	Business Creation	ENTR6582005	Business Strategy	2	4
3	Business Management	MGMT6399005	Fundamentals of Supply Chain Management	2	4
4	Business Management	MGMT6401005	Digital Supply Chain Management	2	4
5	Business Management	MKTG6298005	Service Marketing Management	2	4
6	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	4
7	International Business Management	BUSS6162005	Market Entry Strategy	2	4
8	International Business Management	MGMT6369005	Corporate Strategy in International Business	2	4
9	Management	BUSS6088005	Current Issue in Business and Technology	2	4
10	Management	BUSS6109005	Business Development	4	4
11	Management	BUSS6171005	Business Sustainability	4	4
12	Management	BUSS6173005	Managing Innovation and Knowledge	4	4
13	Management	MGMT6196005	Project Management	4	4
14	Management	MGMT6276005	Leadership & Managing Human Capital in Organization	4	4
15	Management	MGMT6371005	Human Resources Analytics	4	4
16	Global Business Management	MKTG6294005	Branding & Omnichannel Retailing	4	4
17	Accounting	ACCT6353020	Management Information System	2	4
18	Accounting	TAXN6050020	Sales Tax and Customs	2	4
19	Accounting Bekasi	ACCT6382020	Business Process Analysis and Solution	2	4
20	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	4
21	Marketing Communication	COMM6533019	Creative Program Design	2/2	4
22	Tourism	TRSM6204022	Heritage Tourism	4	4
23	Food Tech	FOOD6073015	Current Issues in Food Technology	2	4
24	Computer Science	COMP6800001	Human and Computer Interaction	2/2	4
25	Computer Science	COMP8129001	User Experience	2/2	4
26	Game Application and Technology	GAME6082001	Game Animation	2	4
27	Animation	DSGN6693007	Motion Graphic	4	4
28	Animation	DSGN6694007	Visual Effect (VFX)	4	4

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
29	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
30	Creative Advertising	MDIA6046007	Audio Visual (Pre Production and Production)	4	4
31	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
32	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
33	New Media	DSGN6743007	Digital Graphic Reproduction	4	4
34	Interior Design	DSGN6608008	Interior Design and culture	2	4
35	Interior Design	DSGN6611008	Business in Interior Design	2	4
36	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	4
37	Business Information Technology	ISYS6606003	Smart Application	2	4
38	Information Systems	BUSS6043003	Introduction to E-Business	4	4
39	Information Systems	ISYS6016003	Social Media Fundamental	2	4
40	Information Systems	ISYS6210003	Data Visualization	2	4
41	Information Systems	ISYS6285003	Digital and New Media	2	4
42	International Relations	INTR6143029	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
43	International Relations	INTR6148029	Multinational Corporations Global Strategy and Social Responsibility	2/2	4
44	International Relations	INTR8043029	International Media and State Role	4	4
45	Business Law	LAWS6017028	Intellectual Property Rights	4	4
46	Business Law	LAWS6110028	Cyber Law	2	4
47	Business Law	LAWS6159028	Legal Aspect in Business	2	4
48	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	4
49	Business Law	LAWS6170028	Investment Law	2	4
50	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	4
51	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	4
52	English Literature	ENGL6169024	English for Professionals	2	4
53	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
54	Psychology	PSYC6130027	Human Performance Technology	4	4
55	Psychology	PSYC6145027	Urban Psychology	4	4
56	Business Creation	ENTR6494005	Managing Growing Business	2	5
57	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
58	Business Management	MGMT6400005	Supply Chain Strategy	2	5
59	Global Business Management	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
60	Management	BUSS6069005	Business Simulation	2	5
61	Management	BUSS6163005	Organization Development Strategy	2	5
62	Management	BUSS6194005	Business Negotiation Strategy	2	5
63	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
64	Management	MGMT6063005	Strategic Management	2	5
65	Management	MGMT6297005	Operations Management	4	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
66	Management	MGMT6341005	Strategic Management	4	5
67	Management	MGMT6412005	Customer Relationship Management	2	5
68	Global Business Management	MKTG6272005	Marketing Research	2/2	5
69	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
70	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
71	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
72	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
73	Marketing Communication	COMM6543019	Digital Brand Communicaton	2/2	5
74	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
75	Tourism	TRSM6160022	Tourism Transportation	2	5
76	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
77	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
78	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
79	Food Tech	FOOD6063015	Food Safety & Sanitation	2/1	5
80	Industrial Engineering	ISYE6130011	Project Management	2	5
81	Computer Science	ISYS6197001	Business Application Development	2/2	5
82	Animation	DSGN6689007	Concept Art & Production Design	2	5
83	Animation	DSGN6690007	Animation Storytelling	2	5
84	Creative Advertising	DSGN6661007	Photography	4	5
85	Film	FILM6059009	Global Cinema	4	5
86	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6196003	Business Analytics	2	5
88	Information Systems	ISYS6199003	Data & Text Mining	4	5
89	Information Systems	ISYS6202003	Social Informatics	4	5
90	Information Systems	ISYS8066003	Business Process Management	4	5
91	Data Science	DTSC6008001	Text Mining	2	5
92	Mobile Application & Technology	MOBI6068001	Web Design	2	5
93	International Relations	INTR6161029	Political Economy of Global Media	2	5
94	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
95	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
96	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
97	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
98	Business Law	LAWS6176028	Tax Law	2	5
99	English Literature	ENGL6244024	Social Media Broadcasting	4	5
100	Psychology	PSYC6127027	Indigenous Psychology	4	5

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

Enrollment Track Schedule																
Track	Semester 6							Semester 7								
	IN	RS	EN	CD	SA	IS	Etc	IN	RS	EN	CD	SA	IS	FS	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						
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

Certified Internship Track			
Code	Course Name	SCU	Total
Enrichment Program I			20
Streaming : Corporate Communication			
COMM6440019	Corporate Communication in Industrial Practices	8	
COMM6555019	Corporate Communication Strategy in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Streaming : Brand Communication			
COMM6442019	Brand Communication in Industrial Practices	8	
COMM6556019	Brand Communication Strategy in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Minor Program/Free Electives			
COMM6508019	Communication in Industrial Practices	8	
COMM6589019	Communication Campaign in Industry	8	
COMM6133019	EES in Industrial Practices	4	

Code	Course Name	SCU	Total
Enrichment Program II			20
Streaming : Corporate Communication			
COMM6444019	Corporate Communication in Professional Practices	8	
COMM6557019	Reputation Management in Industry	8	
COMM6136019	EES in Professional Practices	4	
Streaming : Brand Communication			
COMM6445019	Brand Communication in Professional Practices	8	
COMM6558019	Managing Brand Reputation in Industry	8	
COMM6136019	EES in Professional Practices	4	
Minor Program/Free Electives			
COMM6586019	Communication in Professional Practices	8	
COMM6557019	Reputation Management in Industry	8	
COMM6136019	EES in Professional Practices	4	

Certified Entrepreneurship Track

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

Certified Research Track

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

Certified Community Development Track

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

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
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	
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*			20
Enrichment Program I			
MICR6033019	Course Certification I	3	
MICR6034019	Technical Skill Enrichment I	4	
MICR6035019	Industrial Project I	9	
MICR6036019	Soft Skill Enrichment I	4	
MICR6001019	Elective Course for Specific Independent Study 1	8	
MICR6002019	Elective Course for Specific Independent Study 2	8	
MICR6003019	Elective Course for Specific Independent Study 3	6	
MICR6004019	Elective Course for Specific Independent Study 4	6	
MICR6005019	Elective Course for Specific Independent Study 5	6	
MICR6006019	Elective Course for Specific Independent Study 6	5	
MICR6007019	Elective Course for Specific Independent Study 7	5	
MICR6008019	Elective Course for Specific Independent Study 8	5	
MICR6009019	Elective Course for Specific Independent Study 9	5	
MICR6010019	Elective Course for Specific Independent Study 10	4	
MICR6011019	Elective Course for Specific Independent Study 11	4	

Code	Course Name	SCU	Total
MICR6012019	Elective Course for Specific Independent Study 12	4	
MICR6013019	Elective Course for Specific Independent Study 13	4	
MICR6014019	Elective Course for Specific Independent Study 14	4	
MICR6015019	Elective Course for Specific Independent Study 15	3	
MICR6016019	Elective Course for Specific Independent Study 16	3	
MICR6017019	Elective Course for Specific Independent Study 17	3	
MICR6018019	Elective Course for Specific Independent Study 18	3	
MICR6019019	Elective Course for Specific Independent Study 19	3	
MICR6020019	Elective Course for Specific Independent Study 20	3	
MICR6021019	Elective Course for Specific Independent Study 21	2	
MICR6022019	Elective Course for Specific Independent Study 22	2	
MICR6023019	Elective Course for Specific Independent Study 23	2	
MICR6024019	Elective Course for Specific Independent Study 24	2	
MICR6025019	Elective Course for Specific Independent Study 25	2	
MICR6026019	Elective Course for Specific Independent Study 26	2	
MICR6027019	Elective Course for Specific Independent Study 27	2	
MICR6028019	Elective Course for Specific Independent Study 28	2	
MICR6029019	Elective Course for Specific Independent Study 29	1	
MICR6030019	Elective Course for Specific Independent Study 30	1	
MICR6031019	Elective Course for Specific Independent Study 31	1	
MICR6032019	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

Code	Course Name	SCU	Total
Enrichment Program II (Master of Communications Science: Strategic Marketing Communications Stream)			20
COMM6705019	Computer Mediated Communication	6	
COMM6596019	International Public Relations	4	
COMM6700019	Applied Communication Project*	4	
COMM6706019	Corporate Branding	6	

*) Students are required to obtain certification no later than the end of the first semester of the master's (S2) program, as outlined in the university's official guidelines. This certification will be transferred as an undergraduate (S1) course and reported in the seventh semester of the undergraduate program.

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6013019	Character Building: <i>Pancasila</i>	B
2	ENTR6511005	Entrepreneurship: Market Validation	C
3	COMM6012019	Theory of Communication*	C
4	RSCH6008019	Quantitative and Qualitative Research Methods in Communication Context	C
5	COMM6390019	Workplace Ethics and Behavior	C
6	COMM6527019	Communication Data and Technology*	C
Streaming: Corporate Communication			
7	COMM6426019	Narrative Development*	C
8	COMM6431019	Crisis and Reputation Management	C
Streaming: Brand Communication			
7	COMM6549019	Writing for Branding*	C
8	COMM6588019	Strategic Brand Management	C

*) Tutorial & Multipaper