

Communication

Introduction

The Bachelor program in Communication at BINUS UNIVERSITY INTERNATIONAL offers three streamings: Journalism, Public Relations, and Entertainment Communications. The program provides an extensive knowledge of digital and non-digital communication skills, practices, and technologies as an integral part of creating an efficient message to the target audience in an expanding new media, as well as social, cultural, and ethical knowledge to create responsible communication methods. The program works closely with some of the most prominent companies in their fields, partnering with local and international organizations, to offer students maximal exposure to a real work environment. Students will receive extensive opportunities to develop their presentation and consultancy skills and gradually become increasingly exposed to partner organizations. Additionally to cooperate communications, students will also be able to explore the creative arts surrounding the entertainment business.

The program is completed over the course of four years, during which basic communication skills courses are offered in the first year. During the first year, all students will have a multitude of opportunities to meet industry specialists from Public Relations, Journalism, or the Entertainment business. They will have the opportunity to explore a variety of businesses and creative work spaces, in order to orient themselves in their industry and their prospective job choices. Students' works will serve as their future portfolios and be showcased across a variety of social media, with the aim to gain prominence and a community following in their field of interest. In the following three years, students will build on their prior knowledge to develop creative, critical, and contextual thinking, as well as social, cultural, and media business knowledge.

With our flexible 3+1 program, students from their 6th semester onwards will have the option to choose from our enrichment study tracks conducted outside of campus, to immerse in a 'real world' study experience. Options include study abroad, internship, community development, research and entrepreneurship.

Vision

BINUS UNIVERSITY INTERNATIONAL's Communication Program strives to create the most prominent students in their field in Asia, producing innovative and creative leaders in this fast growing industry worldwide.

Mission

Communication program endeavours to educate creative, innovative and passionate student from diverse background by providing international quality education and internship in order to generate highly level skilled communication specialist for various communication position in the industry.

Program Objectives

The objectives of this program are:

1. To prepare students with the ability to analyze, apply, organize and explain different forms and elements in the media industry.
2. To prepare students with the skills and competency to produce content in all forms (print, online, broadcast) and speak confidently in front of public.
3. To enhance students ability to develop new ideas and be creative in producing work in the media industry.
4. To equip students with the ability to apply new technologies in media.

Student Outcomes

Upon completion of the 4-year program, students should be able to:

1. Able to analyze cases in communication scope in order to provide a solution with the communication approach,
2. Able to conduct communication research by implementing theories and concepts of communication,
3. Able to design a solution with communication approach in order to manage communication crisis both internally, externally, or community using various media,
4. Able to demonstrate professional communication ethics along with the relevant contexts and purposes,
5. Able to demonstrate the leadership skills and teamwork in media industry settings,
6. Able to execute innovative and creative ideas efficiently through strategic collaborative partnership within the media industry,
7. Able to apply current technologies in media industry,
8. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Careers for Graduates

A wide range of career opportunities in the media industry are introduced, in which students will be prepared throughout their four years of study. Many graduates have received jobs in prominent publishing agencies, often securing their positions already during their internship periods, or being employed within the first three months after graduation. Even in the first year of study, students will have weekly guest speakers, many of whom are prominent in the Public Relations, Journalism, or Entertainment industries. The integrated curriculum is designed and developed to support students in building on their knowledge in communication theories as well as the practice of communication while keeping engaged in the expanding media and communication industry.

Most of all, the first year of study is designed for students to be exposed to such a large number of guests and a variety of locations, so consequently students can form opinions about what their future careers might be, early on. Assignments are generally designed to mimic real life work projects and prepare students to network, pitch, and consult confidently in their chosen disciplines.

The program develops the students' ability to be involved in professional practices, and possess ethical and organizational responsibilities. The course provides students with real projects from the Media and Communications industry which teaches them to cope with their future work environment. In addition, a series of study/field trips to visit professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

The graduates of the Communication Program are expected to be ready to work in the media, or gain positions in corporate or entrepreneurial public relations and entertainment industries. The graduates will be able to work for television, radio, Internet news agencies, public relations, and advertising agencies. BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Awards/Degree

- *Sarjana Ilmu Komunikasi* (S.Ikom. – Bachelor of Communication)
- Bachelor Degree from a partner university

Major and Stream

| Study Program | Degree | | | | Partner |
|------------------------------|--------|---------|--------|---------------------|-------------|
| | Single | Title | Double | Title | |
| Journalism | √ | S.Ikom. | √ | S.Ikom.& BA. (HONS) | Northumbria |
| Public Relations | √ | S.Ikom. | √ | S.Ikom.& BA. (HONS) | Northumbria |
| Entertainment Communications | √ | S.Ikom. | | | |

*Title: S.Ikom.(Sarjana Ilmu Komunikasi)
 B.A (Hons) (Bachelor of Arts (Honors))*

The three programs provide an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning to explore students' individual potentials. The students will be taught by leading names in media and communications. They will also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment fields. Students will develop skills that they can use in the media industries or elsewhere. Our recent graduates are now working as journalists in television, in print and online media, as PR and advertising practitioners, as communication consultants, as photographers, as social media strategists, and as entrepreneurs.

Journalism

The program provides theories and practices in all aspects of journalism: writing, interviewing, reporting, editing, broadcasting, basic photography, and videography. The students who take this program will receive a Bachelor's Degree upon completing their studies in the Journalism stream.

Public Relations

The program provides theories and practices in all aspects of public relations; writing for public relations, creating campaigns and projects, and conveying messages to the public. Students who take this program will receive a Bachelor's Degree upon completing their study in the Public Relations stream.

Entertainment Communications

The program provides theories and practices in all aspects of entertainment communications: planning and creating events, writing for the entertainment industry, and doing event promotions. The students who take this program will receive a Bachelor's Degree upon completing their study in the Entertainment Communications stream.

Teaching, Learning, and Assessment Strategies

The teaching and learning processes are conducted through creative lectures, which encompass creating real life projects (such as working on consultancy problems for real companies), practical demonstrations and workshops by industry experts, as well as field trips and public presentations. Assignments are in many cases produced by using write-ups, as well as audio tapes and self-produced videos, which will be posted to a variety of social media platforms. The program relies heavily on teamwork between students and often other programs, requiring students to mimic real life work environments. Some of the assignments may be evaluated partially through peer assessments.

It is the responsibility of the lecturer of a particular course to facilitate all students' learning in the course, which can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through an in-depth analysis of communication studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities, such as a state of the art auditorium, screening room, and editing lab facilities. With our supporting entrepreneurial and research divisions, the students will be able to have access to personalized mentorships by professionals related to their fields of interest.

Much of the course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and the final thesis. The feedback of a given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet, and/or separate feedback forms. The complexity of the course content in designing problem-solving methods is introduced at different levels of the students' studies.

Study Completion Requirements

Students are expected to part-take in our internationalization activities before graduation. As part of the BINUS Community, students will also need to invest some of their time to community work, as well as industrial exposure. A written thesis report must be submitted in the 4th year of study (semester 8).

Major in Communication

To complete a major in Communication at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 scu's (academic credits).

Course Structure

| Sem | Code | Course Name | SCU | Total | |
|-----|---------------------------|---|-----|-------|--|
| 1 | ENGL6171 | Academic English I | 3 | 20 | |
| | COMM6382 | Introduction to Sociology | 2 | | |
| | COMM6100 | Introduction to Communication Science | 4 | | |
| | COMM6451 | Photography and Basic Videography | 3 | | |
| | COMM6389 | Public Speaking | 4 | | |
| | COMM6386 | Writing Fundamentals | 4 | | |
| 2 | ENGL6172 | Academic English II | 3 | 20 | |
| | CHAR6014 | Character Building: Kewarganegaraan | 2 | | |
| | ENTR6091 | Project Hatchery | 2 | | |
| | COMM6385 | Interpersonal Communication | 4 | | |
| | COMM6012 | Theory of Communication | 4 | | |
| | COMM6388 | Contemporary Writing | 2 | | |
| | COMM6452 | Introduction to Journalism & Interview Technique | 3 | | |
| 3 | COMM6528019 | Introduction to Public Relations and Creative Advertising | 2 | 20 | |
| | COMM6383019 | Philosophy and Ethics of Communication | 2 | | |
| | COMM8108019 | Psychology of Communication | 2 | | |
| | COMM6014019 | Theory of Mass Communications | 4 | | |
| | COMM6390019 | Workplace Ethics & Behavior | 4 | | |
| | COMM6099 | Intercultural Communication | 4 | | |
| | Pancasila Courses* | | | | |
| | CHAR6013001 | Character Building: Pancasila | 2 | | |
| | CHAR6039001 | Pancasila and Indonesian Culture | 2 | | |

| Sem | Code | Course Name | SCU | Total | |
|------------------------------|--|--|-----|-------|--|
| 4 | CHAR6015001 | Character Building: Agama | 2 | 22 | |
| | COMM6460019 | Political Communication | 2 | | |
| | COMM6019019 | Public Opinion | 2 | | |
| | COMM6387019 | Social Design Thinking | 4 | | |
| | LANG6109019 | Indonesian for Media Writing | 4 | | |
| | COMM6129019 | Organizational Communication | 4 | | |
| | RSCH6008019 | Quantitative and Qualitative Research Methods in Communication Context | 4 | | |
| 5 | ENTR6486005 | Entrepreneurship Hatchery | 3 | 18 | |
| | COMM6527019 | Communication Data and Technology | 6 | | |
| | Stream: Journalism | | | | |
| | COMM6392019 | New Media and Newsroom Management | 4 | | |
| | COMM6529019 | Broadcast Journalism and Reporting | 3 | | |
| | COMM6249019 | Investigative Journalism | 2 | | |
| | Stream: Public Relations | | | | |
| | COMM6397019 | Crisis Communication and Media Relations | 4 | | |
| | COMM6530019 | Public Relations Publication | 3 | | |
| | COMM6250019 | Creative Agency Industry | 2 | | |
| | Stream: Entertainment Communication | | | | |
| | COMM6531019 | Entertainment Networking Management | 4 | | |
| | COMM6532019 | Design and Promotion | 3 | | |
| | COMM6220019 | Social Media Content Strategies and Analytics | 2 | | |
| 6 | Enrichment Program I | | 20 | 20 | |
| 7 | Enrichment Program II | | 20 | 20 | |
| 8 | Thesis** | | | 6 | |
| | COMM6581019 | Pre-Thesis | 2 | | |
| | COMM6582019 | Thesis | 4 | | |
| | COMM6188019 | Thesis | 6 | | |
| Total Credits 146 SCU | | | | | |

*) For **CB: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.

) Student may choose to take either **Thesis (6 scu) or **Pre-Thesis (2 scu) & Thesis (4 scu)**. The **Pre-Thesis (2 scu) & Thesis (4 scu)** can be taken in the 7th and/or 8th semester by the students who meet the requirements from the Study Program/Program.

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

-) Students will take one of the enrichment program tracks (off campus).

Enrichment Track Scheme

| Track | Semester 6 | | | | | | Semester 7 | | | | | |
|-------|------------|----|------|----|----|----|------------|----|------|----|----|----|
| | I | RS | ENTR | CD | SA | IS | I | RS | ENTR | CD | SA | IS |
| 1 | v | | | | | | v | | | | | |
| 2 | v | | | | | | | v | | | | |
| 3 | v | | | | | | | | | v | | |
| 4 | v | | | | | | | | | | v | |
| 5 | v | | | | | | | | v | | | |

| Track | Semester 6 | | | | | | Semester 7 | | | | | |
|-------|------------|----|------|----|----|----|------------|----|------|----|----|----|
| | I | RS | ENTR | CD | SA | IS | I | RS | ENTR | CD | SA | IS |
| 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 | | |
| 21 | | | | | v | | | v | | | | |
| 22 | | | | | v | | | | v | | | |
| 23 | | | | | v | | | | | | v | |
| 24 | | | | | | v | v | | | | | |
| 25 | | | | | | v | | v | | | | |
| 26 | | | | | | v | | | v | | | |
| 27 | | | | | | v | | | | v | | |
| 28 | | | | | | v | | | | | v | |
| 29 | v | | | | | | | | | | | v |
| 30 | | v | | | | | | | | | | v |
| 31 | | | v | | | | | | | | | v |
| 32 | | | | v | | | | | | | | v |
| 33 | | | | | v | | | | | | | v |

Note:

- I : Certified Internship
- RS : Certified Research
- ENTR : Certified Entrepreneurship
- CD : Certified Community Development
- SA : Certified Study Abroad
- IS : Certified Specific Independent Study

Note:

Students can choose one of the existing tracks.

Enrichment Certified Internship Track

| Code | Course Name | SCU | Total |
|------------------------------|----------------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| COMM6256019 | Media Industry | 8 | |
| COMM6550019 | Communication and New Technology | 8 | |
| COMM6258019 | Event and Networking Management | 4 | 20 |
| Enrichment Program II | | | |
| COMM6475019 | Applied Communication Management | 8 | |
| COMM6551019 | Creative Content Writing | 8 | 20 |
| COMM6477019 | Leadership Skills and Principles | 4 | |

Enrichment Certified Research Track

| Code | Course Name | SCU | Total |
|-------------|-------------------------------------|-----|-------|
| RSCH6063019 | Research Exposure | 8 | 20 |
| RSCH6506019 | Scientific Writing in Communication | 8 | |
| RSCH6253019 | Communication Research in Media | 4 | |

Enrichment Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|------------------------------|---------------------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| ENTR6092019 | Business Model Innovation | 8 | |
| ENTR6588019 | Product and Service Development | 8 | |
| ENTR6097019 | Managing Teams and Cultures | 4 | 20 |
| Enrichment Program II | | | |
| ENTR6093019 | Sustainable Startup Creation | 8 | |
| ENTR6587019 | Business Presentation and Negotiation | 8 | 20 |
| ENTR6098019 | Business Networking | 4 | |

Enrichment Certified Community Development Track

| Code | Course Name | SCU | Total |
|-------------|-----------------------|-----|-------|
| CMDV6020019 | Community Development | 8 | 20 |
| COMM6552019 | Digital Publication | 8 | |
| COMM6260019 | Cultural Studies | 4 | |

Enrichment Study Abroad Track*

| Code | Course Name | SCU | Total |
|-----------------------------|------------------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| GLOB6085019 | Elective Course for Study Abroad 1 | 4 | |
| GLOB6086019 | Elective Course for Study Abroad 2 | 4 | |
| GLOB6087019 | Elective Course for Study Abroad 3 | 4 | |
| GLOB6088019 | Elective Course for Study Abroad 4 | 4 | |
| GLOB6089019 | Elective Course for Study Abroad 5 | 4 | |
| GLOB6043019 | Elective Course for Study Abroad 1 | 2 | |

| Code | Course Name | SCU | Total | |
|------------------------------|-------------------------------------|-----|-------|----|
| GLOB6044019 | Elective Course for Study Abroad 2 | 2 | | |
| GLOB6117019 | Elective Course for Study Abroad 3 | 2 | | |
| GLOB6046019 | Elective Course for Study Abroad 4 | 2 | | |
| GLOB6047019 | Elective Course for Study Abroad 5 | 2 | | |
| GLOB6048019 | Elective Course for Study Abroad 6 | 2 | | |
| GLOB6049019 | Elective Course for Study Abroad 7 | 2 | | |
| GLOB6050019 | Elective Course for Study Abroad 8 | 2 | | |
| GLOB6051019 | Elective Course for Study Abroad 9 | 2 | | |
| GLOB6052019 | Elective Course for Study Abroad 10 | 2 | | |
| GLOB6241019 | Elective Course for Study Abroad 1 | 3 | | |
| GLOB6242019 | Elective Course for Study Abroad 2 | 3 | | |
| GLOB6243019 | Elective Course for Study Abroad 3 | 3 | | |
| GLOB6075019 | Elective Course for Study Abroad 4 | 3 | | |
| GLOB6076019 | Elective Course for Study Abroad 5 | 3 | | |
| GLOB6260019 | Elective Course for Study Abroad 6 | 3 | | |
| GLOB6261019 | Elective Course for Study Abroad 7 | 3 | | |
| Enrichment Program II | | | | 20 |
| GLOB6382019 | Elective Course for Study Abroad 6 | 4 | | |
| GLOB6383019 | Elective Course for Study Abroad 7 | 4 | | |
| GLOB6384019 | Elective Course for Study Abroad 8 | 4 | | |
| GLOB6385019 | Elective Course for Study Abroad 9 | 4 | | |
| GLOB6386019 | Elective Course for Study Abroad 10 | 4 | | |
| GLOB6053019 | Elective Course for Study Abroad 11 | 2 | | |
| GLOB6054019 | Elective Course for Study Abroad 12 | 2 | | |
| GLOB6387019 | Elective Course for Study Abroad 13 | 2 | | |
| GLOB6388019 | Elective Course for Study Abroad 14 | 2 | | |
| GLOB6389019 | Elective Course for Study Abroad 15 | 2 | | |
| GLOB6390019 | Elective Course for Study Abroad 16 | 2 | | |
| GLOB6391019 | Elective Course for Study Abroad 17 | 2 | | |
| GLOB6392019 | Elective Course for Study Abroad 18 | 2 | | |
| GLOB6393019 | Elective Course for Study Abroad 19 | 2 | | |
| GLOB6394019 | Elective Course for Study Abroad 20 | 2 | | |
| GLOB6395019 | Elective Course for Study Abroad 8 | 3 | | |
| GLOB6396019 | Elective Course for Study Abroad 9 | 3 | | |
| GLOB6397019 | Elective Course for Study Abroad 10 | 3 | | |
| GLOB6398019 | Elective Course for Study Abroad 11 | 3 | | |
| GLOB6399019 | Elective Course for Study Abroad 12 | 3 | | |
| GLOB6400019 | Elective Course for Study Abroad 13 | 3 | | |
| GLOB6401019 | Elective Course for Study Abroad 14 | 3 | | |

*)The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.

Enrichment Specific Independent Study Track*

| Group | Course | | SCU |
|------------------|-------------|---|-----------|
| MKB | MICR6033019 | Course Certification I | 3 |
| MKB | MICR6034019 | Technical Skill Enrichment I | 4 |
| MKB | MICR6035019 | Industrial Project I | 9 |
| MKB | MICR6036019 | Soft Skill Enrichment I | 4 |
| MKB | MICR6001019 | Elective Course for Specific Independent Study 1 | 8 |
| MKB | MICR6002019 | Elective Course for Specific Independent Study 2 | 8 |
| MKB | MICR6003019 | Elective Course for Specific Independent Study 3 | 6 |
| MKB | MICR6004019 | Elective Course for Specific Independent Study 4 | 6 |
| MKB | MICR6005019 | Elective Course for Specific Independent Study 5 | 6 |
| MKB | MICR6006019 | Elective Course for Specific Independent Study 6 | 5 |
| MKB | MICR6007019 | Elective Course for Specific Independent Study 7 | 5 |
| MKB | MICR6008019 | Elective Course for Specific Independent Study 8 | 5 |
| MKB | MICR6009019 | Elective Course for Specific Independent Study 9 | 5 |
| MKB | MICR6010019 | Elective Course for Specific Independent Study 10 | 4 |
| MKB | MICR6011019 | Elective Course for Specific Independent Study 11 | 4 |
| MKB | MICR6012019 | Elective Course for Specific Independent Study 12 | 4 |
| MKB | MICR6013019 | Elective Course for Specific Independent Study 13 | 4 |
| MKB | MICR6014019 | Elective Course for Specific Independent Study 14 | 4 |
| MKB | MICR6015019 | Elective Course for Specific Independent Study 15 | 3 |
| MKB | MICR6016019 | Elective Course for Specific Independent Study 16 | 3 |
| MKB | MICR6017019 | Elective Course for Specific Independent Study 17 | 3 |
| MKB | MICR6018019 | Elective Course for Specific Independent Study 18 | 3 |
| MKB | MICR6019019 | Elective Course for Specific Independent Study 19 | 3 |
| MKB | MICR6020019 | Elective Course for Specific Independent Study 20 | 3 |
| MKB | MICR6021019 | Elective Course for Specific Independent Study 21 | 2 |
| MKB | MICR6022019 | Elective Course for Specific Independent Study 22 | 2 |
| MKB | MICR6023019 | Elective Course for Specific Independent Study 23 | 2 |
| MKB | MICR6024019 | Elective Course for Specific Independent Study 24 | 2 |
| MKB | MICR6025019 | Elective Course for Specific Independent Study 25 | 2 |
| MKB | MICR6026019 | Elective Course for Specific Independent Study 26 | 2 |
| MKB | MICR6027019 | Elective Course for Specific Independent Study 27 | 2 |
| MKB | MICR6028019 | Elective Course for Specific Independent Study 28 | 2 |
| MKB | MICR6029019 | Elective Course for Specific Independent Study 29 | 1 |
| MKB | MICR6030019 | Elective Course for Specific Independent Study 30 | 1 |
| MKB | MICR6031019 | Elective Course for Specific Independent Study 31 | 1 |
| MKB | MICR6032019 | Elective Course for Specific Independent Study 32 | 1 |
| Total SCU | | | 20 |

*) This list of courses can be selected as Enrichment Program I or Enrichment Program II.

The Table of Prerequisite Courses for Communication Program

| Course | | SCU | Sem | Course Prerequisite | | SCU | Sem |
|--|---|-----|-----|---------------------|--|-----|-----|
| COMM6099019 | Intercultural Communication | 4 | 3 | COMM6100 | Introduction to Communication Science | 4 | 1 |
| COMM6014019 | Theory of Mass Communication | 4 | 3 | COMM6100 | Introduction to Communication Science | 4 | 1 |
| LANG6109019 | Indonesian for Media Writing | 4 | 4 | COMM6452 | Introduction to Journalism & Interview Technique | 3 | 2 |
| Streaming: Journalism; Journalism (Northumbria) | | | | | | | |
| COMM6392019 | New Media and Newsroom Management | 4 | 5 | COMM6452 | Introduction to Journalism & Interview Technique | 3 | 2 |
| COMM6529019 | Broadcast Journalism and Reporting | 3 | 5 | COMM6452 | Introduction to Journalism & Interview Technique | 3 | 2 |
| COMM6249019 | Investigative Journalism | 2 | 5 | COMM6452 | Introduction to Journalism & Interview Technique | 3 | 2 |
| Streaming: Public Relations; Public Relations (Northumbria) | | | | | | | |
| COMM6397019 | Crisis Communication and Media Relations | 4 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| COMM6530019 | Public Relations Publication | 3 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| COMM6250019 | Creative Agency Industry | 2 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| Streaming: Entertainment Communication | | | | | | | |
| COMM6531019 | Entertainment Networking Management | 4 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| COMM6532019 | Design and Promotion | 3 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| COMM6220019 | Social Media Content Strategies and Analytics | 2 | 5 | COMM6528019 | Introduction to PR and Creative Advertising | 2 | 3 |
| Enrichment Track: Internship – Streaming: Journalism; Public Relations; Entertainment Communication | | | | | | | |
| COMM6475019 | Applied Communication Management | 8 | 7 | COMM6129019 | Organizational Communication | 4 | 4 |
| COMM6551019 | Creative Content Marketing | 8 | 7 | COMM6453019 | Introduction to PR and Creative Advertising | 4 | 3 |
| COMM6477019 | Leadership Skills and Principles | 4 | 7 | COMM6129019 | Organizational Communication | 4 | 4 |

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

| No | Code | Course Name | Minimum Passing Grade |
|--|-------------|--|------------------------------|
| 1 | CHAR6013 | Character Building: Pancasila | B |
| 2 | ENTR6486005 | Entrepreneurship hatchery | C |
| 3 | COMM6012 | Theory of Communication | C |
| 4 | COMM6390019 | Workplace Ethics & Behavior | C |
| 5 | COMM6387019 | Social Design Thinking | C |
| 6 | RSCH6008019 | Quantitative and Qualitative Research Methods in Communication Context | C |
| 7 | COMM6527019 | Communication Data and Technology | C |
| Streaming: Journalism; Journalism (Northumbria) | | | |
| 8 | COMM6249019 | Investigative Journalism | C |
| 9 | COMM6392019 | New Media and Newsroom Management | C |
| Streaming: Public Relations; Public Relations (Northumbria) | | | |
| 8 | COMM6397019 | Crisis Communication and Media Relations | C |
| 9 | COMM6530019 | Public Relations Publication | C |
| Streaming: Entertainment Communication | | | |
| 8 | COMM6531019 | Entertainment Networking Management | C |
| 9 | COMM6532019 | Design and Promotion | C |