

Communications

Introduction

The bachelor's degree in communications at BINUS UNIVERSITY INTERNATIONAL offers three streams: Journalism, Public Relations, and Entertainment Communication. The program provides extensive knowledge, skills, and practices of communication with state-of-the-art approaches and technologies. Students are trained to create impactful messages to the target audience in expanding new media, and perform social, cultural, and ethical conducts to create responsible communication outcomes. The program works closely with various prominent companies in diverse fields, partnering with local and international organizations to offer students wider exposure to a real work environment. Students will receive extensive opportunities to develop their writing, presentation, negotiation, consultancy, and research skills. Additionally, students will also be able to explore the creative arts surrounding the entertainment business.

The four-year degree consists of basic and advanced communication courses with a 3+1 curriculum. In the basic level, students learn fundamental knowledge and skills related to communication and media industries. Subsequently, for the advanced level, students have opportunities to choose a specialization in Public Relations, Journalism, or Entertainment Communication where they learn and practice the skills directly from industry specialists. Essentially, the curriculum offers students with 3 years of on-campus learning and 1 year of off-campus enrichment program in which the students have options to explore 'real world' experience. The options include study abroad, internship, community development, research, and entrepreneurship. With this curriculum, students are exposed to a wide range of insights and expertise in the field of communication to produce works which can serve as their portfolios for their future career.

Vision

A world-class Communication study program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

Mission

The mission of the Communication study program is to build the nation and to contribute to global community development by providing world-class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through a holistic approach that meets global standards.
2. Resolving the nation's issues through high-impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

Program Objectives

The objectives of the program are:

1. To prepare students with the ability to analyze, apply, and organize theories and practices in communication field.
2. To enhance students' ability to develop new ideas and be creative in producing works in communication field.
3. To equip students with the ability to apply new technologies in communication field.

Student Outcomes

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

1. Able to conduct social research using a communication perspective.
2. Able to perform multi-channel communication.
3. Able to implement humanity values and professional ethics in communication practices
4. Able to demonstrate leadership skills and teamwork in communication related fields.
5. Able to execute innovative and creative ideas through strategic collaborative partnership within the media industry using current technological approaches.
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Our curriculum is designed to prepare students with a wide range of career outlooks in the communication-related industry during their four years of study. In the basic level, they gain knowledge from guest lectures delivered by communication experts from reputable organizations and corporates, as well as a series of company visits. In the advanced level, they work on a project that requires assessment by professionals. During the enrichment program, students have opportunities to expand their networks through professional trainings to pursue their careers. After they graduate, most of the alumni work in prominent companies.

The career options for communication graduates range from corporate professionals to creative industry practitioners, working in government, Non-Government Organizations, and private sectors, in a national and global level. Students who choose the Journalism stream have options to work as a multi-media journalist, news anchor, media producer, digital content writer, media director, data researcher, copywriter and more. In Public Relations area the career outlooks include public relations director, public affairs specialist, corporate communication manager, director of public affairs, media planner, content strategist, and lobbyist. The Entertainment Communication stream offers students with the jobs as an event manager, CSR manager, content developer, media producer, social media strategist, social media analyst, communication consultant.

Upon graduation, many of our alumni manage to secure jobs in reputable companies. Some prominent alumni are employed in big media corporations such as The Jakarta Post, Metro TV, Kompas Gramedia, Kompas TV, SEA Today News, and Tempo. The others choose to start a career as a professional in

start-ups such as Gojek, Traveloka, and Shopee.

The graduates of the Communications 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.I.kom. – Bachelor of Communication)
- Bachelor Degree from a partner university

Major and Stream

Study Stream	Degree				Partner
	Single	Title	Double	Title	
Journalism	√	S.I.kom.	√	S.I.kom.& BC	Queensland University of Technology
				S.I.kom. & BComm	Western Sydney University
Public Relations	√	S.I.kom.	√	S.I.kom. & BComm	Western Sydney University
Advertising and Public Relations	-	S.I.kom.	√	S.I.kom.& BC	Queensland University of Technology
Entertainment Communication	√	S.I.kom.	√	S.I.kom. & BComm	Western Sydney University
Entertainment Industries	-	S.I.kom.	√	S.I.kom.& BC	Queensland University of Technology

Title: *S.I.kom.* (*Sarjana Ilmu Komunikasi*)

BC (*Bachelor of Communication*) – Queensland University of Technology

BComm (*Bachelor of Communication*) – Western Sydney University

The three streams provide an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning with a personal approach to explore students' individual potentials. The students learn from professionals in the field

of media and communications. They also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment communication fields. In this way, students can develop skills which they can use in media industries or elsewhere.

Journalism (Single Degree, QUT & WSU)

Journalism stream facilitates students with theories and practices in all aspects of journalism studies such as writing, interviewing, reporting, editing, broadcasting, and media business. The stream is offered in a single-degree and double-degree program. For the double-degree program, students can continue their study for one year in one of our prominent international university partners after completing six (6) semesters in Binus.

The option of the university partner to pursue the double-degree program is Queensland University of Technology in Australia. Students who choose this stream will learn journalism-specialized courses such as New Media and Newsroom Management, Broadcast Journalism and Reporting, and Investigative Journalism along with IT-based courses including Communication Data and Technology and Digital Information Management. The students who take this stream will receive a Bachelor's Degree upon completing their studies.

Students are provided with an additional opportunity to enroll in the double-degree program, which allows them to study at Western Sydney University [MI1]. The Journalism major combines a thorough comprehension of the media landscape with practical experience in online, print, and broadcast media. Students develop a wide range of journalism skills that equip them with the necessary skills to pursue careers in a variety of media fields, including newspapers, magazines, digital media, radio, television, and corporate and community outlets.

Public Relations (Single Degree & WSU); Advertising and Public Relations (QUT)

Public Relations (PR) stream provides theories and practices in all aspects of public relations studies including writing for public relations, creating PR and advertising campaigns, negotiation and lobbying as well as networking in PR industries. The stream is offered in a single-degree and double-degree program.

For the double-degree program, students can continue their study for one year in one of our prominent international university partners after completing six (6) semesters in Binus. The option of the university partner to pursue the double-degree program is Queensland University of Technology in Australia. The Queensland University of Technology specifically offers the stream under the name Advertising and Public Relations where students learn more comprehensive modules about advertising and PR world. Students who choose this stream shall enroll in PR-specialized courses such as Public Relations Publications, Creative Agency Industry, and Crisis Communication and Media Relations along with IT-based courses including Communication Data and Technology and Digital Information Management. Upon completing their study, students will receive a Bachelor's Degree.

Students have an additional option to pursue the double-degree program, which provides them with the opportunity to study at Western Sydney University. The Public Relations major provides students with the fundamental skills and knowledge necessary for a successful career in public relations, such as event management, crisis and issues management, and campaign development. The program provides a comprehensive theoretical foundation of the industry, while also emphasizing the critical function of the public relations practitioner or advisor. Students participate in both academic theory and practical projects, which culminate in professional practice.

Entertainment Communication (Single Degree & WSU); Entertainment Industries (QUT)

Entertainment Communication stream equips students with theories and practices related to the field of entertainment industry and creative economy such as planning and organizing events, designing and promoting a project for creative economy, as well as developing a business and networking in entertainment industries. The stream is offered in a single-degree and double-degree program.

For the double-degree program, students can pursue a one-year study in Queensland University of Technology in Australia after completing six (6) semesters in Binus. The stream is delivered through entertainment communication related courses such as Entertainment Networking and Management, Design and Promotion, and Entertainment Business along with IT-based courses including Communication Data and Technology and Digital Information Management. Upon completing their study, the students will receive a Bachelor's Degree.

Students have an additional opportunity to enrol in the double-degree program, which enables them to study at Western Sydney University. The Advertising major offers a comprehensive understanding of the fundamental principles of communication and the practical skills that are indispensable in the field, ensuring that advertising theory is balanced with practical, project-based outcomes. Advertising strategy, creative development, and art direction, client and account management, digital and social media contexts, and the formulation and execution of advertising campaigns are all areas of study.

Teaching, Learning, and Assessment Strategies

The teaching and learning processes are conducted through small classes where students experience a personal learning approach from internationally graduated lecturers. They learn theories and practice the knowledge in lectures, workshops, and hands-on coaching clinics. Using project-based learning, students are trained to work on real case projects, ranging from producing media content to organizing an event. The assessments cover formative and summative evaluation mainly through project presentation and submission. Examination, peer evaluation, and professional assessment become part of the assessment in several courses. 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.

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.

Study Completion Requirements

Prior to graduation, students are expected to complete some supporting graduate requirements including Student Activity Transcript (SAT) points, social hours, and international experience, apart from passing the academic courses. Students are also required to write a thesis report submitted for the final year project. In the implementation, Binus facilitates the students with a wide range of opportunities to meet all the requirements.

Major in Communication

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

Course Structure

Sem	Code	Course Name	SCU	Total	
1	ENGL6171001	Academic English I	3	20	
	COMM6385019	Interpersonal Communication	4		
	COMM6601019	Introduction to Communication Science	2		
	COMM6389019	Public Speaking – (AOL)	4		
	COMM6602019	Writing Fundamentals	2		
	COMM6451019	Photography and Basic Videography	3		
	Pancasila Courses*				
	CHAR6013001	Character Building: <i>Pancasila</i>	2		
CHAR6039001	Pancasila and Indonesian Culture	2			
2	ENGL6172001	Academic English II	3	20	
	ENTR6091005	Project Hatchery	2		
	COSC6011019	Foundations of Artificial Intelligence	2		
	STAT6204019	Statistics	2		

Sem	Code	Course Name	SCU	Total	
	COMM6012019	Theory of Communication – (AOL)	4		
	COMM6605019	Contemporary Content Production – (AOL)	4		
	COMM6452019	Introduction to Journalism and Interview Technique – (AOL)	3		
3	CHAR6014001	Character Building: <i>Kewarganegaraan</i>	2	20	
	COMM6383019	Philosophy and Ethics of Communication – (AOL)	2		
	COMM6639019	Psychology of Communication	2		
	COMM6099019	Intercultural Communication	4		
	COMM6014019	Theory of Mass Communications	4		
	COMM6528019	Introduction to Public Relations and Creative Advertising	2		
	COMM6102019	Social Media Content Strategies and Analytics	4		
4	CHAR6015001	Character Building: <i>Agama</i>	2	20	
	COMM6460019	Political Communication	2		
	COMM6603019	Organizational Communication and Professional Practice – (AOL)	4		
	COMM6611019	Society and Digital Culture	2		
	COMM6610019	Communication Research Methodology – (AOL & AIE)	4		
	COMM6387019	Social Design Thinking – (AIE)	4		
	LANG6122019	Indonesian for Media Writing	2		
5	ENTR6486005	Entrepreneurship Hatchery	3	20	
	COMM6612019	Communication Data and Technology – (AIE)	4		
	COMM6660019	Digital Information Management – (AOL)	4		
	Stream: Journalism (Single Degree); Journalism (QUT); Journalism (WSU)				
	COMM6392019	New Media and Newsroom Management – (AOL)	4		
	COMM6529019	Broadcast Journalism and Reporting	3		
	COMM6249019	Investigative Journalism – (AOL)	2		
	Stream: Public Relations (Single Degree); Advertising and Public Relations (QUT); Public Relations (WSU),				
	COMM6397019	Crisis Communication and Media Relations – (AOL)	4		
	COMM6530019	Public Relations Publication – (AOL)	3		
	COMM6250019	Creative Agency Industry	2		
	Stream: Entertainment Communication (Single Degree); Entertainment Industries (QUT); Entertainment Communication (WSU)				
	COMM6531019	Entertainment Networking Management – (AOL)	4		
	COMM6532019	Design and Promotion – (AOL)	3		
	COMM6661019	Entertainment Business	2		
6	Stream: Journalism (Single Degree), Public Relations (Single Degree), Entertainment Communication (Single Degree).			20	

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
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		
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	
Code	Course Name	SCU	Total
Enrichment Program II			20
COMM6475019	Applied Communication Management	8	
COMM6551019	Creative Content Writing	8	
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	
Code	Course Name	SCU	Total
Enrichment Program II			20
ENTR6093019	Sustainable Startup Creation	8	
ENTR6587019	Business Presentation and Negotiation	8	
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 Certified 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	

Code	Course Name	SCU	Total	
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		
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		
GLOB6511019	Elective Course for Study Abroad 1	5		
GLOB6672019	Elective Course for Study Abroad 2	5		
GLOB6673019	Elective Course for Study Abroad 3	5		
GLOB6674019	Elective Course for Study Abroad 4	5		
GLOB6675019	Elective Course for Study Abroad 1	6		
GLOB6676019	Elective Course for Study Abroad 2	6		
GLOB6677019	Elective Course for Study Abroad 3	6		
GLOB6678019	Elective Course for Study Abroad 4	6		
GLOB6679019	Elective Course for Study Abroad 1	7		
GLOB6680019	Elective Course for Study Abroad 2	7		
GLOB6681019	Elective Course for Study Abroad 3	7		
GLOB6682019	Elective Course for Study Abroad 1	8		
GLOB6683019	Elective Course for Study Abroad 2	8		
GLOB6684019	Elective Course for Study Abroad 3	8		
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		

Code	Course Name	SCU	Total
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	
GLOB6785019	Elective Course for Study Abroad 5	5	
GLOB6786019	Elective Course for Study Abroad 6	5	
GLOB6787019	Elective Course for Study Abroad 7	5	
GLOB6788019	Elective Course for Study Abroad 8	5	
GLOB6789019	Elective Course for Study Abroad 5	6	
GLOB6790019	Elective Course for Study Abroad 6	6	
GLOB6791019	Elective Course for Study Abroad 7	6	
GLOB6792019	Elective Course for Study Abroad 8	6	
GLOB6793019	Elective Course for Study Abroad 4	7	
GLOB6794019	Elective Course for Study Abroad 5	7	
GLOB6795019	Elective Course for Study Abroad 6	7	
GLOB6796019	Elective Course for Study Abroad 4	8	
GLOB6797019	Elective Course for Study Abroad 5	8	
GLOB6798019	Elective Course for Study Abroad 6	8	

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

Enrichment Certified Specific Independent Study Track*

Code	Course Name	SCU	Total
CSIS6001019	Course Certification I	3	20
CSIS6002019	Technical Skill Enrichment I	4	
CSIS6003019	Industrial Project I	9	
CSIS6004019	Soft Skill Enrichment I	4	
CSIS6005019	Elective Course for Specific Independent Study 1	8	
CSIS6006019	Elective Course for Specific Independent Study 2	8	
CSIS6007019	Elective Course for Specific Independent Study 3	6	
CSIS6008019	Elective Course for Specific Independent Study 4	6	
CSIS6009019	Elective Course for Specific Independent Study 5	6	

Code	Course Name	SCU	Total
CSIS6010019	Elective Course for Specific Independent Study 6	5	
CSIS6011019	Elective Course for Specific Independent Study 7	5	
CSIS6012019	Elective Course for Specific Independent Study 8	5	
CSIS6013019	Elective Course for Specific Independent Study 9	5	
CSIS6014019	Elective Course for Specific Independent Study 10	4	
CSIS6015019	Elective Course for Specific Independent Study 11	4	
CSIS6016019	Elective Course for Specific Independent Study 12	4	
CSIS6017019	Elective Course for Specific Independent Study 13	4	
CSIS6018019	Elective Course for Specific Independent Study 14	4	
CSIS6019019	Elective Course for Specific Independent Study 15	3	
CSIS6020019	Elective Course for Specific Independent Study 16	3	
CSIS6021019	Elective Course for Specific Independent Study 17	3	
CSIS6022019	Elective Course for Specific Independent Study 18	3	
CSIS6023019	Elective Course for Specific Independent Study 19	3	
CSIS6024019	Elective Course for Specific Independent Study 20	3	
CSIS6025019	Elective Course for Specific Independent Study 21	2	
CSIS6026019	Elective Course for Specific Independent Study 22	2	
CSIS6027019	Elective Course for Specific Independent Study 23	2	
CSIS6028019	Elective Course for Specific Independent Study 24	2	
CSIS6029019	Elective Course for Specific Independent Study 25	2	
CSIS6030019	Elective Course for Specific Independent Study 26	2	
CSIS6031019	Elective Course for Specific Independent Study 27	2	
CSIS6032019	Elective Course for Specific Independent Study 28	2	
CSIS6033019	Elective Course for Specific Independent Study 29	1	
CSIS6034019	Elective Course for Specific Independent Study 30	1	
CSIS6035019	Elective Course for Specific Independent Study 31	1	
CSIS6036019	Elective Course for Specific Independent Study 32	1	

*) 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	COMM6601019	Introduction to Communication Science	2	1
COMM6014019	Theory of Mass Communication	4	3	COMM6601019	Introduction to Communication Science	2	1
LANG6109019	Indonesian for Media Writing	2	4	COMM6452019	Introduction to Journalism and Interview Technique	3	2

Course		SCU	Sem	Course Prerequisite		SCU	Sem
COMM6102019	Social Media Content Strategies and Analytics	4	3	COMM6605019	Contemporary Content Production	4	2
COMM6610019	Communication Research Methodology	4	4	STAT6204019	Statistics	2	2
Stream: Journalism (Single Degree); Journalism (QUT); Journalism (WSU)							
COMM6392019	New Media and Newsroom Management	4	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2
COMM6529019	Broadcast Journalism and Reporting	3	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2
COMM6249019	Investigative Journalism	2	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2
Stream: Public Relations (Single Degree); Advertising and Public Relations (QUT); Public Relations (WSU)							
COMM6397019	Crisis Communication and Media Relations	4	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6530019	Public Relations Publication	3	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6250019	Creative Agency Industry	2	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
Stream: Entertainment Communication (Single Degree); Entertainment Industries (QUT); Entertainment Communication (WSU)							
COMM6531019	Entertainment Networking Management	4	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6532019	Design and Promotion	3	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3

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

No	Code	Course Name	Minimum Passing Grade
1	CHAR6013001	Character Building: Pancasila	B
2	ENTR6486005	Entrepreneurship hatchery	C
3	COMM6012019	Theory of Communication	C
4	COMM6605019	Contemporary Content Production	C
5	COMM6603019	Organizational Communication and Professional Practice	C
6	COMM6610019	Communication Research Methodology	C
Stream: Journalism (Single Degree); Journalism (QUT); Journalism (WSU)			
7	COMM6392019	New Media and Newsroom Management	C
8	COMM6249019	Investigative Journalism	C
Stream: Public Relations (Single Degree); Advertising and Public Relations (QUT); Public Relations (WSU)			
7	COMM6397019	Crisis Communication and Media Relations	C
8	COMM6530019	Public Relations Publication	C
Stream: Entertainment Communication (Single Degree); Entertainment Industries (QUT); Entertainment Communication (WSU)			
7	COMM6531019	Entertainment Networking Management	C
8	COMM6532019	Design and Promotion	C