

## **Mass Communication**

### **Introduction**

Mass communication program offering Broadcasting concentration, where the students will learn how to develop the radio and television programs, Producer, Program and Management of Broadcasting, Interview & Reportage Technique, Creativity for Broadcasting. In Digital Journalism (Media Communication) concentration, the students will learn about the Photography for Journalistic and Digital Journalism, Media Interview Technique, Creativity for Media Communication, Web Production and Web Management, Desktop Publishing for Digital Journalism, Journalism in a Globalizing World and Writing for Cultural Issue.

All concentrations offer advanced ICT and globally minded approach as characteristic of Binus University. As enrichment of learning program, students will be facilitated for 1 year national and international industrial experience, besides 3 years study in campus. We facilitate student to communicate with the global community through student exchanges local and international such as Padjajaran University (local), Hanyang University(Korea), Han University (Holland), University of Southern Indiana (USA).

### **Vision**

A leading Mass Communication of this digital era, delivering world class professionals with an open minded and marketable strengths, local values and Information technology.

### **Mission**

The mission of Mass Communication Program is to contribute to the global community through the provision of world-class education by:

1. Recognizing and rewarding the most creative and value adding talents as a professional media communicator.
2. Educating students in the fundamental skills, knowledge, research and practice of Mass Communication by providing high quality of teaching and learning experiences in real world applications and prepare them to continue their advance studies.
3. Conducting research and providing professional services of Mass Communication particularly in public speaking for society development.
4. Preparing students for strategic positions in service industries and/ or for advanced degrees in Mass Communication in a challenging multicultural world.
5. Improving the quality of life of the global Community through researches and overseas internships.

### **Program Objective**

The objectives of the program:

1. To provide students with a solid foundation of theoretical and practical knowledge in Marketing Communication to be a professional public relations officer.
2. To prepare students with a solid foundation in research skills and analytical thinking to conduct research in the field of Communication especially in Marketing Communication.
3. To equip students with applied communication and entrepreneurial skills through internship to be succeed in the global industry.

## Graduate Competency

At the end of the program graduates will be able to:

1. Graduates will be able to apply the principle theory and practice of communication field.
2. Graduate will be able to apply analytical skills in solving communication problems and research.
3. Graduates will be able to create opportunities in communication industry.
4. Graduates will be able to apply fundamental knowledge of Mass Communication.
5. Graduates will able to implement foreign language and global issues in Mass Communication context.
6. Graduates will be able to implement the newest information communication technology in Mass Communication field.

## Prospective Career of the Graduates

**Mass Communication**, provide students have careers such as :

- Broadcasting: Radio or television Station Manager, Radio or television Program Manager, Motivator, Consultant of Media Campaign, Radio Station Owner, Agency of Radio/TV Ad, Trainer of Announcer, Producer of TV Program, Consultant of Media Campaign, Production House Owner, Consultant for TV Communities, TV Presenter, TV Reporter, News Anchor.
- Digital Journalism (Media Communication) : News Editor, News Writer, Consultant of Website Content, Owner of commercial web, Journalist, advisor for international trade, producer of cultural digital , Embassy Journalist, Consultant of World Campaign, Consultant of International Issue, Organizer for International Event.

## Curriculum

The Marketing Communication program consists of 146 credits which is divided into 8 semesters. To ensure qualified graduates, the curriculum is supported by a modern public relations laboratory, television and radio broadcasting laboratory located at the Syahdan and Alam Sutra campus. Practical experience with current technology tools and 1 year internship programs ensure that students have not only strong academic preparation, but also practical experience in industries activity. To support the quality of learning process the program has collaboration with industries such as El Shinta TV, The Valley Resort, Binus TV, Lampung Post, Interview First, John Robert Powers, Jasa Marga. For academic collaborations we engaged with Petra University, Hasanuddin University, Padjajaran University, etc. All curriculum always reviewed by the partners to keep the global quality.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	COMM6106	Sociology and Anthropology in Communication Context	2	20	
	COMM6100	Introduction to Communication Science	4		
	LANG6030	Indonesian	4		
	COMM6009	Introduction to Political Science	2		
	COMM8101	Philosophy of Communication	2		
	COMM6097	Speaking in Public	4		
	<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		
	COMM6098	Human Relations in Communication Context	4		
	COMM8107	Sociology of Communication	2		
	COMM6129	Organizational Communication	4		
	COMP6177	Computer Laboratory in Communication Context	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	COMM6014	Theory of Mass Communications	4		
	COMM6099	Intercultural Communication	4		
	COMM8108	Psychology of Communication	2		
	COMM6087	Writing Techniques in Communication Context	4		
	ENTR6003	Entrepreneurship I	2		
	CHIN6096	Chinese Language in Mass Communication	4		
	COMM6081	Introduction to Journalism and Broadcasting	2		
4	CHAR6015	Character Building: Agama	2	22/24	
	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4		
	STAT6080	Statistics in Communication Context	4		
	COMM6019	Public Opinion	2		
	COMM6130	Professional Image and Acting	2/2		
	<b>Stream: Broadcasting</b>				
	COMM6078	Radio and Television Script Writing*	2		
	DSGN6185	Camera Technique and Lighting	2/2		
	<b>Stream: Digital Journalism</b>				
	COMM6089	Photography for Journalistic and Digital Journalism*	4		
	COMM6096	Media Interview Technique	2/2		

Sem	Code	Course Name	SCU	Total
5	<b>Stream: Broadcasting</b>			16
	Enrichment Program I		16	
	<b>Stream: Digital Journalism</b>			
	Enrichment Program I		16	
6	ENTR6004	Entrepreneurship II	2	22/20
	DSGN6279	Creativity for Media Communication*	2/2	
	COMM8082	Media Convergence	2	
	COMM6157	Introduction to Public Relations	2	
	<b>Stream: Broadcasting</b>			
	COMM6084	Producer, Program and Management of Broadcasting	2	
	COMM6085	Interview & Reportage Technique	2/2	
	COMM6086	Radio and Television Editing	2/2	
	COMM6083	Broadcasting Rule & Ethics	2	
	<b>Stream: Digital Journalism</b>			
	DSGN6187	Web Production and Web Management	2	
	COMM6091	Journalism in a Globalizing World and Writing for Cultural Issue	2	
	DSGN6188	Desktop Publishing for Digital Journalism	2/2	
	COMM6095	Journalistic Rule & Ethics	2	
7	<b>Stream: Broadcasting</b>			16
	Enrichment Program II		16	
	<b>Stream: Digital Journalism</b>			
	Enrichment Program II		16	
8	<b>Thesis: Broadcasting</b>			6
	COMM6137	Thesis/Project of Broadcasting	6	
	<b>Thesis: Digital Journalism</b>			
	COMM6147	Thesis of Digital Journalism	6	
<b>TOTAL CREDIT 146 SCU</b>				

\*) *Entrepreneurship Embedded*

**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 Communicatio*
- ) Students should pass *English Savvy* with a minimum Grade is C

**Enrichment Program I (5<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

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

### Enrichment Track Scheme

Track	Semester 5						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	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			

Notes:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- \*etc :Departement specific needs

Notes:

Student can choose one of the available tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
<b>Stream: Broadcasting</b>			
COMM6079	Broadcasting in Industrial Practices	8	16
COMM6131	Broadcasting Programming in Industry	2	
COMM6132	News Production in Industry	2	
COMM6133	EES in Industrial Practices	4	
<b>Stream: Digital Journalism</b>			
COMM6090	Digital Journalism In Industrial Practices	8	16
COMM6143	Writing Skills in Industry	2	
COMM6144	Applied Digital Media in Industry	2	
COMM6133	EES in Industrial Practices	4	
<b>Enrichment Program II</b>			
<b>Stream: Broadcasting</b>			
COMM6080	Broadcasting in Professional Practices	8	16
COMM6134	Magazine Production in Industry	2	
COMM6135	Globalized Networking in Industry	2	
COMM6136	EES in Professional Practices	4	
<b>Stream: Digital Journalism</b>			
COMM6093	Digital Journalism In Professional Practices	8	16
COMM6145	News Research in Industry	2	
COMM6146	Globalized Networking in Industry	2	
COMM6136	EES in Professional Practices	4	

**Enrichment Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program for students who only take Entrepreneurship track in semester 5, should take these courses:</b>			
<b>Enrichment Program I</b>			
ENTR6062	Business Start Up	8	16
ENTR6063	Business Model & Validation	2	
ENTR6064	Launching New Venture	2	
ENTR6068	EES in New Business	4	
<b>Enrichment Program for students who take Entrepreneurship track in semester 5 and 7, should take these courses:</b>			
<b>Enrichment Program I</b>			
ENTR6062	Business Start Up	8	16
ENTR6063	Business Model & Validation	2	
ENTR6064	Launching New Venture	2	
ENTR6068	EES in New Business	4	
<b>Enrichment Program II</b>			
ENTR6312	Growing a Business	8	16
ENTR6185	Lean Start Up & Business Plan in Communication Field	2	
ENTR6186	Venture Capital in Communication Field	2	
ENTR6187	EES in Communication Business Experience	4	
<b>Enrichment Program for students who only take Entrepreneurship track in semester 7, should take these courses:</b>			
<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
RSCH6037	Research Experience	8	16
RSCH6038	Scientific Writing	4	
RSCH6039	Global EES	4	

**Enrichment Community Development Track**

Code	Course Name	SCU	Total
CMDV6001	Community Outreach Project Implementation	8	16
CMDV6002	Community Outreach Project Design	4	
CMDV6003	Employability and Entrepreneurial Skills	4	

**Enrichment Study Abroad Track\***

Code	Course Name	SCU	Total
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	Code	Course Name	Minimum Grade
1	ENTR6004	Entrepreneurship II	C
2	CHAR6013	Character Building: Pancasila	B
3	COMM6097	Speaking in Public	B
4	COMM6012	Theory of Communication*	B
5	COMM6087	Writing Techniques in Communication Context	B
6	COMM6130	Professional Image and Acting*	B
<b>Stream: Broadcasting</b>			
7	COMM6078	Radio and Television Script Writing*	B
8	COMM6084	Producer, Program and Management of Broadcasting	B
<b>Stream: Digital Journalism</b>			
7	COMM6089	Photography for Journalistic and Digital Journalism*	B
8	DSGN6187	Web Production and Web Management	B

\*) Tutorial & Multipaper