

Public Relations

Introduction

Public Relations Study Program aimed at those who are willing to learn about creating and maintaining positive image and reputation of a product, personal, organization, and company. Through various courses that combine the theory of communication and practice, Public Relations Study Program designed to produce a public relations practitioner who has a deep analytical ability, capable of designing the brand-building strategies, having professional communication skills and establishing good relationships with various parties, mastering digital communication technology and being able to compete in the global era.

The study Program curriculum offers a 2+1+1 program that provides students with 2 years of experience in Malang Campus, 1 year in Jakarta Campus, and 1-year professional experience such as Certified Internship, Certified Entrepreneurship (Building a start-up business), Certified Research, Certified Community Development, and Certified Study Abroad.

Vision

Become a nationally and globally recognized study program that produce academics and Public Relations practitioners who have competence in managing image and reputation in a professional manner and able to adapt to global developments and carry local values in order to fostering and empowering the society.

Mission

The missions of Public Relations Study Program are to:

1. Apply innovative and creative global standard learning by utilizing digital technology to achieve knowledge and skills in Public Relations field.
2. Educate and develop characters and professional attitude oriented to local values.
3. Resolve community problems through research in the field of Public Relations that provides real solutions.
4. Take an active role in efforts to improve sustainable community quality life by utilizing competence in the field of Public Relations.

Program Objective

The objectives of the program are:

1. To prepare students with theoretical and technical skills suitable for Public Relations industry
2. To prepare students with critical thinking, analytical, relations development and strategic planning skills to be successful in Public Relations career
3. To provide students with relevant digital and creative technology skill to apply in Public Relations field
4. To provide students with managerial, entrepreneurial and multidiscipline knowledge and skills

Student Outcomes

After completing the study, graduates are:

1. Able to design, execute, and evaluate various Public Relations programs in various organizational level.
2. Able to identify, analyze current issues through research and formulate alternative solution according to the law, norms, and ethics to build organization's image and reputation.
3. Able to develop relations with internal and external stakeholders using communication skills as well as information and communication technology.
4. Able to practice digital Public Relations activities including branding, advertising, and marketing by optimizing multi-platform.
5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving.

Prospective Career of the Graduates

1. Public Relations Executive
2. Strategic Planner
3. Branding Strategist
4. Social Media Strategist
5. Marketing Communication Executive
6. Spoke Person Expert
7. Influencer

Curriculum

Public Relations Study Program consists of 146 credits, divided into 8 semesters. Our 2+1+1 curriculum provides three-years (2+1) of study on campus which will strengthen student's academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify student's soft-skills. In order to ensure the quality of our graduates, we collaborate with various national industries, 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 various class models such as Regular Class, Creative Class, Smart Class and an integrated laboratory such as Public Relations and Conference Laboratory, MAC Laboratory, Computer Laboratory, Photography Laboratory, etc.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030018	Character Building: Pancasila (AOL)	2	20
	COMM6649018	Introduction to Public Relations	2	
	COMM6317018	Communication Theories in Public Relations Context	4	
	COMM6650018	Image and Reputation Management	4	
	COMM6474018	Corporate Relationship Management ² (AOL)	2	
	COMM6651018	Professional Communication in Business Setting ¹ (AOL)	4	
	LANG6117018	Indonesian (AOL)	2	
	Foreign Language Courses		0	
2	CHAR6031018	Character Building: Kewarganegaraan (AOL)	2	20
	COSC6060018	Foundation of Artificial Intelligence	2	
	COMM6679018	Public Speaking and Negotiation ¹	4	

Sem	Code	Course Name	SCU	Total
	COMM6680018	Writing for Public Relations (AOL) (AIE)	2/2	
	COMM6480018	Consumer Audience Analytics ² (AIE)	4	
	COMM6481018	Strategic Planning in Public Relations (AOL)	4	
	Foreign Language Courses		0	
3	CHAR6032018	Character Building: Agama (AOL)	2	18
	ENPR6315002	Creativity and Innovation	2	
	COMM6590018	Crisis Management ² (AOL)	2/2	
	COMM6482018	Corporate Social Responsibility ^{1&2}	4	
	COMM6681018	Research Methods for Communication	4	
	COMM6566018	Integrated Marketing Communication ¹	2	
	Foreign Language Courses			
4	ENPR6316002	Venture Creation	2	22
	Stream: Digital Public Relations			
	COMM6669018	Creative Advertising (AOL)	2/2	
	COMM6670018	SEM and SEO Management ² (AIE)	4	
	COMM6671018	Global Branding Strategy ¹	4	
	COMM6672018	Digital Platform Strategies & Analytics ² (AOL)- (AIE)	4	
	COMM6673018	Event Management ¹	2/2	
	Stream: Marketing Communication³			
	COMM6626019	Business Research and Trend Forecasting	2	
	COMM6627019	Business Ethics & Sustainability	2/2	
	COMM6628019	Communication Audit	2	
	COMM6606019	Multimedia Storytelling (AOL)	4	
	COMM6425019	Event Management	2	
	COMM6629019	Understanding Intergenerational Communication	2	
5	COMM6424019	Media Campaign and Monitoring	2/2	20
	Stream: Corporate Communication³			
	COMM6611019	Society and Digital Culture ^{1&2}	2	
	COMM6631019	Public Affairs ¹	2	
	COMM6632019	Writing for Corporate Communication ^{1&2}	2/2	
	COMM6541019	Digital Corporate Communication	2/2	
	COMM6633019	Corporate Sustainability ¹ (AOL)	4	
	COMM6607019	Strategic Corporate Communication ^{1&2} (AOL)	4	
	Stream: Brand Communication³			
	COMM6634019	Environmental Issues and Brand Activism ¹ (AOL)	4	
	COMM6611019	Society and Digital Culture ^{1&2}	2	
	COMM6636019	Media Planning and Buying ¹	2	
	COMM6608019	Brand Sustainability Strategy ¹ (AOL)	4	
	COMM6637019	Brand Activation ^{1&2}	2/2	
	COMM6638019	Social Media Planning & Engagement ²	2/2	
	Minor Program		20	
	Free Electives^{3,4}		20	
6	Enrichment Program I		20	20

Sem	Code	Course Name	SCU	Total
7	Enrichment Program II			20
8	COMM6563018	Pre-Thesis	2	6
	COMM6564018	Thesis	4	
	COMM6600018	Thesis	6	
				Total Credits 146 SCU

¹⁾ This course is delivered in English

²⁾ Global Learning System course

³⁾ Conducted for student mobility program in Jakarta

⁴⁾ Conducted in Binus @Malang

*Students are required to choose one of the available stream or minor or free electives in home or host campus.

**Students can choose to take Minor Program in Malang/Jakarta/Bandung/Semarang.

The list of available minor, and free electives to choose are outlined in the Appendix.

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass 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

Appendix Foreign Language Courses

Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

The following are the provisions of the courses that must be taken by students:

Foreign Language Courses	SCU
ENGL6268018 English for Frontrunners	0
ENGL6269018 English for Independent Users	0
ENGL6267018 English for Professionals	0
JAPN6208018 Basic Japanese Language*	0
CHIN6185018 Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
Digital Ecosystem	V
Human Capital in Digital Workplace	V
Cross Cultural Communication	V

Sustainable Development	v
Interactive & Users Experience Design	v
English for Business Professional	v
Robotic Process Automation	v
Creative Digital Storytelling	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Digital Technopreneur	v
English for Business Professional	v
Chinese for Career Pathways	v
Digital Creative Strategy	v
Minor @ Binus Bandung	
DesignPreneur	v
Minor @ Binus Semarang	
Metaverse in Business	v
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Data Analytics	v
Minor @ Binus Medan	
Global Creative Business and Technology	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program : Digital Ecosystem

Fundamental Courses

Group	Course	SCU
MKB	COSC6196001 Immersive Technology	2
	GAME6002001 Game Design	2
	ISYS6549003 Digital Innovation	4
	COMP6937001 Current Trends in Technology	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	COMM6501019 Narrative Development	4
	DSGN6834007 Visual Identity	4
	COMP6685001 Cyber Security for Business	2
Total SCU		10

2. Minor Program : Human Capital in Digital Workplace

Fundamental Courses

Group	Course	SCU
MKB	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. Minor Program : Cross Cultural Communication

Fundamental Courses

Group	Course	SCU
MKB	CHIN6132026 Chinese Conversation in Daily Activities	4
	COMM6502019 Communication in Diversity	2
	BUSS6170025 Asian Business Ethics	4
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	CHIN6134026 Chinese Conversation in Business Communication	4
	LAWS6158028 Private International Law	2
	INTR6135029 Comparative Politics	4
Total SCU		10

4. Minor Program : Sustainable Development

Fundamental Courses

Group	Course	SCU
MKB	ISYE6154011 Sustainable Design and Manufacture	4
	CPEN6217010 Digital for Sustainable Development	4
	ARCH6119014 Introduction to Sustainable Development	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ISYE6155011 Occupational, Health, Safety, and Administration in Engineering	2
	DSGN6835008 Engineering Material	4
	CIVL6118013 Engineering Economic	4
Total SCU		10

5. Minor Program : Interactive & Users Experience Design
Fundamental Courses

Group	Course	SCU
MKB	ISYS6553003 User-Centered Research and Evaluation	4
	PSYC6176027 Psychology and User Experience	4
	DSIN6003007 Fundamental of Interface Design	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ISYS6554003 Core Principles: Interactive Design	4
	DSGN6837007 Digital Design Production	4
	ISYS6556003 Information Architecture	2
Total SCU		10

6. Minor Program : Data Analytics
Fundamental Courses

Group	Course	SCU
MKB	INFS6066052 Introduction to Data Analytics	2
	INFS6067052 Data Management & Descriptive Analytics	4
	ISYE6371054 Statistical for Decision Making	4
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	COSC6183051 Application of Predictive Analytics to Business Data	4
	ISYE6372054 Prescriptive Analytics and Optimization	4
	BUSS6277055 Digitalization of Markets and Consumption	2
Total SCU		20

7. Minor Courses : Robotic Process Automation
Fundamental Courses

Group	Course	SCU
MKB	COMP6857001 Basic Programming for Automation	2
	COMP6858001 RPA Concept & Design	2
	ISYS6684003 RPA Developer Fundamental	4
	ISYS6687003 Business Process Improvement	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ISYS6685003 RPA Developer Advance	4
	ISYS6686003 RPA Business Analytics Fundamental	4
	COMP6859001 Intelligence Automation	2
Total SCU		10

8. Minor Courses : Creative Digital Storytelling
Fundamental Courses

Group	Course	SCU
MKB	ENGL6274024 Approaches in Multimodal Storytelling	2
	DSIN6033007 Visual Storytelling	2
	ENGL6275024 Storytelling for Business	2
	FILM6118009 Script Development & Pitching	4
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ENGL6276024 Cultures, Language, and Arts Production	4
	JAPN6212025 Anime and Manga as Storytelling	2
	ENGL6277024 Music as Medium for Storytelling	4
Total SCU		10

9. Minor Courses : English for Business Professional
Fundamental Courses

Group	Course	SCU
MKB	ENGL6154024 English for Business Communications	4
	MKTG6112024 Language Innovations in Marketing and Advertising	2
	ENGL6244024 Social Media Broadcasting	4
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ENGL6258024 English for Global Leadership	2
	ENGL6169024 English for Professionals	2
	COMM6506024 Current Issues in Business Communications	2
	ENGL6245024 Business Rhetoric	4
Total SCU		10

10. Minor Courses : Digital Transformation
Fundamental Courses

Group	Course	SCU
MKB	ISYS6559003 Business Models and Technology Innovation	4
	ISYS6557003 Business Data Management	4
	MGMT6484005 Digital Strategy	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ISYS6695003 Digital Marketing Analysis	4
	STAT6200049 Practical Statistics for Digital Business	4
	ISYS6560003 Success Factor for Leading Digital Transformation	2
Total SCU		10

11. Minor Program : Culinary
Fundamental Courses

Group	Course	SCU
MKB	HTMN6108021 Food and Beverage Management	2
	HTMN6008021 Kitchen Operation	4
	HTMN6122021 Pastry and Bakery Operation	4
Total SCU		10

SCU for HTMN6008021, HTMN6122021 are practical courses

Supporting Courses

Group	Course	SCU
MKB	HTMN6155021 Indonesian Cuisine	4
	HTMN6125021 Restaurant Operation	4
	HTMN6154021 Culinary Tourism	2
Total SCU		10

12. Minor Program : Korean Culture and Creativity
Fundamental Courses

Group	Course	SCU
MKB	HTMN6163021 Korean Cuisine and Culinary Arts	4
	COMM6718019 Korean Language and Media	4
	FILM6134009 Hallyu Creative Content	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	FILM6135009 K-Drama and Beyond: Analysis and Appreciation	4
	COMM6719019 K-Pop Culture and Performance	4
	MKTG6339005 K-Pop and K-Drama Marketing and Promotion	2
Total SCU		10

13. Minor Program : Digital Technopreneur
Fundamental Courses

Group	Course	SCU
MKB	ENTR6528002 The Entrepreneurial Innovator	4
	ENPR6370002 Market Intelligence	4
	COMP6687004 User Experience Design	4
	COSC6164004 Web Programming for Business	4
	COSC6165004 Data Analytics for Business	4
Total SCU		20

14. Minor Program : Chinese for Career Pathways
Fundamental Courses

Group	Course	SCU
MKB	CHIN6196026 Mandarin for Future Career	4
	CHIN6197026 Easy Way to HSK 2 Preparation	4
	CHIN6198026 Exploring Modern Chinese Culture	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	CHIN6199026 Chinese Digital Technology	2
	CHIN6200026 Traveling to China	2
	CHIN6202026 Global Strategic Marketing: Chinese Perspective	4
	CHIN6201026 Special Topics in Chinese Business	2
Total SCU		10

15. Minor Program : Designpreneur
Fundamental Courses

Group	Course	SCU
MKB	ENTR6525032 Fundamental of Designpreneur	4
	COMP6688031 UI/UX Development	4
	DSGN6797034 Surface Packaging Design	4
	ENTR6526032 Hospitality and Service Design	4
	DSGN6843033 Project Design	4
Total SCU		20

16. Minor Program : Metaverse in Business
Fundamental Courses

Group	Course	SCU
MKB	ISYS6777052 Business Model	2
	COMP6889051 Virtual Reality	4
	COMP6890051 Augmented reality	4
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	ISYS6778052 Data Analytics	2
	DSGN6981053 Design Thinking	4
	DSGN6980053 Interface Design	4
Total SCU		10

17. Minor Program : Content Creation
Fundamental Courses

Group	Course	SCU
MKB	FILM6105009 Filmmaking Fundamental	4
	MKTG6392055 Digital marketing	4
	DSIN6042053 Photography for Creators	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	DSGN6990053 Creative Storytelling	4
	DSIN6043053 Strategic Influence	2
	DSIN6041053 Introduction to Visual Communication Design	4
Total SCU		10

18. Minor Program : Immersive Journey to Japanese Language and Culture
Fundamental Courses

Group	Course	SCU
MKB	JAPN6221025 Essential Japanese Grammar (Yoku Tsukaeru Bунpou)	4
	JAPN6222025 Survival Japanese in Various Situations (Nihon E Ikou, Yasashii Kaiwa De)	4
	JAPN6223025 Ideas and Images of Japan (Nihon Jijou)	2
Total SCU		10

Supporting Courses

Group	Course	SCU
MKB	JAPN6224025 Japanese Reading Comprehension (Tanoshiku Yomou)	4
	JAPN6225025 Understanding Native Japanese Speakers (Tanoshiku Kikou)	2
	JAPN6226025 Japanese N5 Level Certification Preparation (Nihongo Charenji N5)	4
Total SCU		10

19. Minor Program : Global Creative Business and Technology
Fundamental Courses

Group	Course	SCU
MKB	DSIN6142066 Global Interactive Design	4
	BUSS6275061 E-Commerce and Digital Entrepreneurship	4
	COSC6159060 Emerging Technologies in Global Business	4
	ISYS6997064 Blockchain for Digital Economy	4
	TRDE6001065 Global Regulatory Environment	4
Total SCU		20

20. Minor Program : Digital Creative Strategy
Fundamental Courses

Group	Course	SCU
MKB	DSIN6150023 Creative Project Management	4
	COMM6770012 Media Strategy & Planning	4
	COMM6771018 Business Communication	2
	DSIN6152006 Visual Language	4
	DSIN6151023 Creative Business Development	4
	COMM6772012 Digital Literacy	2
Total SCU		20

Appendix: Free Electives

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
2	Architecture	ARCH6129014	Urban Housing	4	5
3	Architecture	ARCH6146014	Interior Architecture	4	5
4	Interior Design	ARTS6035023	Design History Studies	2	5
5	Tourism	BUSS6137022	Tourism E-Business	4	5
6	International Business Management	BUSS6223005	Trade in Asia	2	5
7	International Business Management	BUSS6224005	Special Topics in International Business	4	5
8	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
9	Communication	COMM6313012	Public Speaking	4	5
10	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
11	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
12	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
13	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
14	Marketing Communication	COMM6637019	Brand Activation	2/2	5
15	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
16	Communication	COMM6677012	Society and Digital Culture	2	5
17	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
18	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
19	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
20	Interior Design	DSGN6497023	Interior Drawing	4	5
21	Creative Advertising	DSGN6661007	Photography	4	5
22	Animation	DSGN6689007	Concept Art & Production Design	2	5
23	Animation	DSGN6690007	Animation Storytelling	2	5
24	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
25	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
26	Visual Communication Design	DSGN6822006	Photography	4	5
27	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
28	Visual Communication Design	DSIN6014006	Ethics and Lawsuit in Photography	4	5
29	Creative Digital English	ENGL6169024	English for Professionals	2	5
30	Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
31	Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
32	Business Creation	ENPR6179002	Franchise Business	4	5
33	Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
34	Film	FILM6059009	Global Cinema	4	5
35	Game Application & Technology	GAME6085001	Object Oriented Game Programming	2	5
36	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
37	Hotel Management	HTMN6146021	Food Safety Management	2	5
38	Hotel Management	HTMN6147021	Hospitality Management	4	5
39	International Relations	INTR6137029	Indonesia in Perspectives	2	5
40	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
41	International Relations	INTR6151029	Regional Integration in Europe	2	5
42	International Relations	INTR6152029	Regional Integration in America	2	5
43	International Relations	INTR6153029	Regional Integration in East Asia	2	5
44	International Relations	INTR6178029	Introduction to International Political Economy	2	5
45	International Relations	INTR6179029	Introduction to Security Studies	2	5
46	International Relations	INTR6180029	Introduction to International Media	2	5
47	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
48	Industrial Engineering	ISYE6130011	Project Management	2	5
49	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
50	Industrial Engineering	ISYE6167011	Decision Support System	2	5
51	Business Information	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Technology				
52	Business Law	LAWS6017028	Intellectual Property Rights	4	5
53	Business Law	LAWS6110028	Cyber Law	2	5
54	Business Law	LAWS6159028	Legal Aspect in Business	2	5
55	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
56	Business Law	LAWS6176028	Tax Law	2	5
57	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
58	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
59	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
60	Business Management	MGMT6400005	Supply Chain Strategy	2	5
61	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
62	Business Management	MGMT6459005	Retail Management	4	5
63	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
64	Business Management	MGMT6461005	Category Management	2	5
65	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	5
66	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
67	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
68	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
69	Business Management	MKTG6324005	Retail Marketing Management	2	5
70	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
71	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
72	Psychology	PSYC6138027	Lifespan Development	4	5
73	Psychology	PSYC6145027	Urban Psychology	4	5
74	Psychology	PSYC6191027	E-Learning Psychology	4	5
75	Statistics	STAT6157049	Data Mining and Visualization	2	5
76	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
77	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
78	Tourism	TRSM6222022	Climate Change and Tourism	2	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

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	
21				v										v	
22					v									v	
23	v													v	
24		v												v	
25				v										v	
26						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

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Certified Entrepreneurship** track on Enrichment Program II, should **retake with another track**.

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
COMM6346018	Public Relations in Industrial Practices	8	20
COMM6571018	Communication Strategy in Industry	8	
COMM6349018	EES in Public Relations Practices	4	
Enrichment Program II			
COMM6354018	Public Relations in Professional Practices	8	20
COMM6572018	Globalized Networking in Industry	8	
COMM6357018	EES in Professional Public Relations Practices	4	
Enrichment Program II <i>Students who take Internship track in semester 7, should take these courses:</i>			
COMM6346018	Public Relations in Industrial Practices	8	20
COMM6571018	Communication Strategy in Industry	8	
COMM6349018	EES in Public Relations Practices	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6440018	Research Design in Public Relations	8	20
RSCH6560018	Academic Writing for Public Relations Research	8	
RSCH6442018	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	
Enrichment Program II			
RSCH6443018	Research Experience	8	20
RSCH6561018	Scientific Writing for Public Relations Research	8	
RSCH6445018	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations	4	
Enrichment Program II <i>Students who take Research track in semester 7, should take these courses:</i>			
RSCH6440018	Research Design in Public Relations	8	20
RSCH6560018	Academic Writing for Public Relations Research	8	
RSCH6442018	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6929018	New Business Initiation	8	20
ENTR6930018	Product Development Process	8	
ENTR6385018	EES in New Public Relations Business	4	
Enrichment Program II			

Code	Course Name	SCU	Total
ENTR6931018	Product Launching	8	
ENTR6932018	Business Development	8	
ENTR6389018	EES in Public Relations Business Experience	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I / II			
CMDV6209018	Community Outreach Project Implementation	8	
CMDV6340018	Community Outreach Project Design in Public Relations Context	8	
CMDV6211018	Employability and Entrepreneurial Skills in Public Relations Context	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6093018	Elective Course for Study Abroad 1	4	
GLOB6094018	Elective Course for Study Abroad 2	4	
GLOB6095018	Elective Course for Study Abroad 3	4	
GLOB6096018	Elective Course for Study Abroad 4	4	
GLOB6257018	Elective Course for Study Abroad 25	4	
GLOB6097018	Elective Course for Study Abroad 5	2	
GLOB6098018	Elective Course for Study Abroad 6	2	
GLOB6099018	Elective Course for Study Abroad 7	2	
GLOB6100018	Elective Course for Study Abroad 8	2	
GLOB6101018	Elective Course for Study Abroad 9	2	
GLOB6102018	Elective Course for Study Abroad 10	2	
GLOB6103018	Elective Course for Study Abroad 11	2	
GLOB6104018	Elective Course for Study Abroad 12	2	
GLOB6258018	Elective Course for Study Abroad 26	2	
GLOB6259018	Elective Course for Study Abroad 27	2	
Enrichment Program II			
GLOB6105018	Elective Course for Study Abroad 13	4	
GLOB6106018	Elective Course for Study Abroad 14	4	
GLOB6107018	Elective Course for Study Abroad 15	4	
GLOB6108018	Elective Course for Study Abroad 16	4	
GLOB6286018	Elective Course for Study Abroad 28	4	
GLOB6109018	Elective Course for Study Abroad 17	2	
GLOB6110018	Elective Course for Study Abroad 18	2	
GLOB6111018	Elective Course for Study Abroad 19	2	
GLOB6112018	Elective Course for Study Abroad 20	2	

Code	Course Name	SCU	Total
GLOB6113018	Elective Course for Study Abroad 21	2	
GLOB6114018	Elective Course for Study Abroad 22	2	
GLOB6115018	Elective Course for Study Abroad 23	2	
GLOB6116018	Elective Course for Study Abroad 24	2	
GLOB6287018	Elective Course for Study Abroad 29	2	
GLOB6288018	Elective Course for Study Abroad 30	2	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits\

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			
Enrichment Program I/II			
MICR6145018	Course Certification I	3	
MICR6146018	Technical Skill Enrichment I	4	
MICR6147018	Industrial Project I	9	
MICR6148018	Soft Skill Enrichment I	4	
MICR6149018	Elective Course for Specific Independent Study 1	8	
MICR6150018	Elective Course for Specific Independent Study 2	8	
MICR6151018	Elective Course for Specific Independent Study 3	6	
MICR6152018	Elective Course for Specific Independent Study 4	6	
MICR6153018	Elective Course for Specific Independent Study 5	6	
MICR6154018	Elective Course for Specific Independent Study 6	5	
MICR6155018	Elective Course for Specific Independent Study 7	5	
MICR6156018	Elective Course for Specific Independent Study 8	5	
MICR6157018	Elective Course for Specific Independent Study 9	5	
MICR6158018	Elective Course for Specific Independent Study 10	4	
MICR6159018	Elective Course for Specific Independent Study 11	4	
MICR6160018	Elective Course for Specific Independent Study 12	4	
MICR6161018	Elective Course for Specific Independent Study 13	4	
MICR6162018	Elective Course for Specific Independent Study 14	4	
MICR6163018	Elective Course for Specific Independent Study 15	3	
MICR6164018	Elective Course for Specific Independent Study 16	3	
MICR6165018	Elective Course for Specific Independent Study 17	3	
MICR6166018	Elective Course for Specific Independent Study 18	3	
MICR6167018	Elective Course for Specific Independent Study 19	3	
MICR6168018	Elective Course for Specific Independent Study 20	3	
MICR6169018	Elective Course for Specific Independent Study 21	2	
MICR6170018	Elective Course for Specific Independent Study 22	2	
MICR6171018	Elective Course for Specific Independent Study 23	2	
MICR6172018	Elective Course for Specific Independent Study 24	2	
MICR6173018	Elective Course for Specific Independent Study 25	2	
MICR6174018	Elective Course for Specific Independent Study 26	2	

Code	Course Name	SCU	Total
MICR6175018	Elective Course for Specific Independent Study 27	2	
MICR6176018	Elective Course for Specific Independent Study 28	2	
MICR6177018	Elective Course for Specific Independent Study 29	1	
MICR6178018	Elective Course for Specific Independent Study 30	1	
MICR6179018	Elective Course for Specific Independent Study 31	1	
MICR6180018	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 courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits*

Certified Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
COMM6591019	Computer Mediated Communication	4	20
COMM6596019	Public and Data Analytics	4	
COMM6592019	International Public Relations	4	
COMM6593019	Corporate Branding	4	
COMM6594019	E-Customer Relationship Management	4	

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6030018	Character Building: Pancasila	B
2.	ENPR6316002	Venture Creation	C
3.	COMM6474018	Corporate Relationship Management	C
4.	COMM6680018	Writing for Public Relations	C
5.	COMM6481018	Strategic Planning in Public Relations	C
6.	COMM6590018	Crisis Management	C
7.	COMM6669018	Creative Advertising	C
8.	COMM6672018	Digital Platform Strategies & Analytics	C