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 an Internship, Building a start-up business, Research, Community Development and Study Abroad.

Vision

Becoming a Public Relations study program that is recognized nationally and globally in the development and application of Public Relations that is integrated with digital and creative technology which prioritizes the authenticity of local and national culture.

Mission

The missions of Public Relations study Program are to:

1. Provide innovative and creative educational programs in attaining the knowledge, skills and attitudes required in the field of Public Relations.
2. Become an international standard research center that emphasizes scientific and technological development in the field of Public Relations.
3. Provide added value for local and international communities through the implementation of the Tri Dharma activities in the field of Public Relations studies.

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 information and communication technology skill to apply in Public Relations field.
4. To provide students with managerial, entrepreneurial and multidiscipline knowledge and skill.

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 create better public understanding and image which will not cause public distraught due to its nonconformity to the law, social norms, and ethics, in an effort to increase public trust towards an individual/organization public opinion research and campaign.
3. Able to manage organization's internal and external media and Public Relations programs.

4. Able to build relations with media community, government, private sector, and NGO by utilizing communication skills and communication technology.
5. Able to identify, analyze strategic issues, and formulate alternative solution in Public Relations area.
6. Able to practice branding activity through various digital platforms in any organizational level.
7. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving.

Prospective Career of the Graduates

Public Relations Study Program offers extensive industrial fields with prospective careers such as: Public Relations Executive, Public Relations Consultant, Strategic Planner, Spoke Person Expert, Branding and Social Media Strategist, Influencer, Event Planner and Consultant, Marketing Communication, Campaign Expert.

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	CHAR6030	Character Building: *Pancasila*	2	20
	COMM6473	Introduction to Public Relations	4	
	COMM6313	Public Speaking[*]	4	
	COMM6276	Intercultural Communication	4	
	COMM6474	Corporate Relationship Management[**]	2	
	LANG6089	Indonesian Language	2	
	English University Courses I			
	ENGL6198	English in Focus	2	
	ENGL6199	English for Business Presentation	2	
2	CHAR6031	Character Building: *Kewarganegaraan*	2	20
	COMM6317	Communication Theories in Public Relations Context	4	
	COMM6478	Professional Communication in Business Settings[*]	2	
	COMM6315	Writing for Public Relations	4	
	COMM6338	Reputation Management[**]	4	
	ENTR6519	Entrepreneurship: Ideation	2	
	English University Courses II			
	ENGL6201	English Savvy	2	
	ENGL6200	English for Written Business Communication	2	
3	CHAR6032	Character Building: *Agama*	2	24

Sem	Code	Course Name	SCU	Total
	ENTR6520	Entrepreneurship: Prototyping	2	
	COMM6479	Social Design Thinking	4	
	COMM6480	Consumer and Audience Analytics**	4	
	COMM6481	Strategic Planning in Public Relations	4	
	COMM6590	Crisis Management	2/2	
	COMM6482	Corporate Social Responsibility*	4	
4	ENTR6521	Entrepreneurship: Market Validation	2	16
	COMM6565	Communication Data & Technology	6	
	Streaming : Digital Public Relations			
	COMM6566	Integrated Marketing Communications*	2	
	COMM6567	SEM and SEO Management**	2	
	COMM6485	Public Relations Photography	2	
	COMM6568	Digital Platform Strategies	2	
	Streaming : Corporate Public Relations*			
	COMM6426	Narrative Development**	2/2	
	COMM6540	Communication and Public Affairs*	2	
	COMM6435	Global Consumer Behavior*	2	
	Minor Program		8	
	Free Electives*		8	
5	RSCH6438	Quantitative and Qualitative Research Methods in Communication Context	4	20
	COMM6486	Workplace Ethics and Behaviour	2/2	
	Streaming : Digital Public Relations			
	COMM6487	Branding and Advertising	2/2	
	COMM6569	Event Management*	2	
	DSGN6800	Visual Design	4	
	COMM6570	Digital Analytical for Public Relations**	2	
	Streaming : Corporate Public Relations*			
	COMM6532	Corporate Event Management	2/2	
	COMM6541	Digital Corporate Communication*&**	2/2	
	COMM6588	Strategic Brand Management*&**	4	
	Minor Program			
	Free Electives*			
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	COMM6563	Pre-Thesis	2	6
	COMM6564	Thesis	4	
			Total Credits 146 Credits	

*) This course is delivered in English

**) Global Learning System Course

***) Conducted for student mobility program in Jakarta

English University Courses:

-) *For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.*

-) *For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.*

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	etc	IN	RS	EN	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	

Note:

IN	: Internship	CD	: Community Development
RS	: Research	SA	: Study Abroad
EN	: Entrepreneurship	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
For students who take Internship track in semester 6 and 7, should take these courses:			20
Enrichment Program I			
COMM6346	Public Relations in Industrial Practices	8	
COMM6571	Communication Strategy in Industry	8	
COMM6349	EES in Public Relations Practices	4	
Enrichment Program II			20
COMM6354	Public Relations in Professional Practices	8	
COMM6572	Globalized Networking in Industry	8	
COMM6357	EES in Professional Public Relations Practices	4	
For students who take Internship track in semester 7, should take these courses:			20
Enrichment Program II			
COMM6346	Public Relations in Industrial Practices	8	
COMM6571	Communication Strategy in Industry	8	
COMM6349	EES in Public Relations Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6929	New Business Initiation	8	20
ENTR6930	Product Development Process	8	
ENTR6385	EES in New Public Relations Business	4	
Enrichment Program II			
ENTR6931	Product Launching	8	20
ENTR6932	Business Development	8	
ENTR6389	EES in Public Relations Business Experience	4	

Enrichment Research Track

Code	Course Name	SCU	Total
For students who take Research track in semester 6 and 7, should take these courses:			
Enrichment Program I			20
RSCH6440	Research Design in Public Relations	8	
RSCH6560	Academic Writing for Public Relations Research	8	
RSCH6442	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	
Enrichment Program II			
RSCH6443	Research Experience	8	
RSCH6561	Scientific Writing for Public Relations Research	8	
RSCH6445	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations	4	
For students who take Research track in semester 7, should take these courses:			20
Enrichment Program II			
RSCH6440	Research Design in Public Relations	8	
RSCH6560	Academic Writing for Public Relations Research	8	
RSCH6442	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6209	Community Outreach Project Implementation	8	20
CMDV6340	Community Outreach Project Design in Public Relations Context	8	
CMDV6211	Employability and Entrepreneurial Skills in Public Relations Context	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6093	Elective Course for Study Abroad 1	4	
GLOB6094	Elective Course for Study Abroad 2	4	
GLOB6095	Elective Course for Study Abroad 3	4	
GLOB6096	Elective Course for Study Abroad 4	4	
GLOB6257	Elective Course for Study Abroad 25	4	
GLOB6097	Elective Course for Study Abroad 5	2	
GLOB6098	Elective Course for Study Abroad 6	2	20
GLOB6099	Elective Course for Study Abroad 7	2	
GLOB6100	Elective Course for Study Abroad 8	2	
GLOB6101	Elective Course for Study Abroad 9	2	
GLOB6102	Elective Course for Study Abroad 10	2	
GLOB6103	Elective Course for Study Abroad 11	2	
GLOB6104	Elective Course for Study Abroad 12	2	
GLOB6258	Elective Course for Study Abroad 26	2	
GLOB6259	Elective Course for Study Abroad 27	2	
Enrichment Program II			
GLOB6105	Elective Course for Study Abroad 13	4	
GLOB6106	Elective Course for Study Abroad 14	4	
GLOB6107	Elective Course for Study Abroad 15	4	
GLOB6108	Elective Course for Study Abroad 16	4	
GLOB6286	Elective Course for Study Abroad 28	4	
GLOB6109	Elective Course for Study Abroad 17	2	
GLOB6110	Elective Course for Study Abroad 18	2	
GLOB6111	Elective Course for Study Abroad 19	2	20
GLOB6112	Elective Course for Study Abroad 20	2	
GLOB6113	Elective Course for Study Abroad 21	2	
GLOB6114	Elective Course for Study Abroad 22	2	
GLOB6115	Elective Course for Study Abroad 23	2	
GLOB6116	Elective Course for Study Abroad 24	2	
GLOB6287	Elective Course for Study Abroad 29	2	
GLOB6288	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.*

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6030	Character Building: *Pancasila*	B
2.	ENTR6521	Entrepreneurship: Market Validation	C
3.	COMM6474	Corporate Relationship Management	C
4.	COMM6315	Writing for Public Relations	C
5.	COMM6481	Strategic Planning in Public Relations	C
6.	COMM6486	Workplace Ethics and Behavior	C
7.	COMM6332	Integrated Marketing Communication	C
8.	COMM6487	Branding and Advertising	C

*) Tutorial & Multipaper