

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 determine the suitable Public Relations' media communication for organizations' internal and external needs.
4. Able to develop relations with internal and external stakeholders using communication skills as well as information and communication technology.
5. Able to practice digital Public Relations activities including branding, advertising, and marketing by optimizing multi-platform.
6. 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	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	2	
	COMM6651018	Professional Communication in Business Setting ¹	4	
	LANG6117018	Indonesian	2	
	Foreign Language Courses			
	CHAR6031018	Character Building: Kewarganegaraan	2	
	COSC6060018	Foundation of Artificial Intelligence	2	
	COMM6679018	Public Speaking and Negotiation ¹	4	

Sem	Code	Course Name	SCU	Total
2	COMM6680018	Writing for Public Relations	2/2	20
	COMM6480018	Consumer Audience Analytics ²	4	
	COMM6481018	Strategic Planning in Public Relations	4	
	Foreign Language Courses			
3	CHAR6032004	Character Building: Agama	2	18
	ENPR6315002	Creativity and Innovation	2	
	COMM6590018	Crisis Management ²	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
	Streaming: Digital Public Relations			
	COMM6669018	Creative Advertising	2/2	
	COMM6670018	SEM and SEO Management ²	4	
	COMM6671018	Global Branding Strategy ¹	4	
	COMM6672018	Digital Platform Strategies & Analytics ²	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	4	
	COMM6425019	Event Management	2	
	COMM6629019	Understanding Intergenerational Communication	2	
	COMM6424019	Media Campaign and Monitoring	2/2	
5	Stream: Corporate Communication³			20
	COMM6611019	Society and Digital Culture ^{1&2}	2	
	COMM6631019	Public Affair ¹	2	
	COMM6632019	Writing for Corporate Communication ^{1&2}	2/2	
	COMM6541019	Digital Corporate Communication	2/2	
	COMM6633019	Corporate Sustainability ¹	4	
	COMM6607019	Strategic Corporate Communication ^{1&2}	4	
	Stream: Brand Communication³			
	COMM6634019	Environmental Issues and Brand Activism ¹	4	
	COMM6611019	Society and Digital Culture ^{1&2}	2	
	COMM6636019	Media Planning and Buying ¹	2	
	COMM6608019	Brand Sustainability Strategy ¹	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	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

Streaming/Minor/Free Electives:

*Students are required to choose one of the available stream or multidisciplinary 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 multidisciplinary stream, 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

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.

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

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

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals and choose Basic Japanese Language or Basic Chinese Language.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisian	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v
Cross Cultural Communication	v
Interactive & Users Experience Design	v
Robotic Process Automation	v
Creative Digital Storytelling	v
English for Business Professional	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
Immersive Journey to Japanese Language and Culture	v
Content Creation	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. Digital Ecosystem

Fundamental Courses

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

Supporting Courses

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

2. Human Capital in Digital Workplace

Fundamental Courses

Course		SCU
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. Sustainable Development

Fundamental Courses

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

Supporting Courses

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

4. Cross Cultural Communication

Fundamental Courses

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

Supporting Courses

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

5. Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

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

6. Data Analytics

Fundamental Courses

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

Supporting Courses

Course		SCU
COSC6183051	Application of Predictive Analytics to Business Data	4
ISYE6372054	Prescriptive Analytics and Optimization	4
BUSS6277055	Digitalization of Markets and Consumption	2
Total SCU		10

7. Robotic Process Automation
Fundamental Courses

Course		SCU
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

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

8. Digital Transformation
Fundamental Courses

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

Supporting Courses

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

9. Culinary Fundamental Courses

Course		SCU
HTMN6108021	Food and Beverage Management	2
HTMN6008021	Kitchen Operation	4
HTMN6128021	Pastry and Bakery Operation	4
Total SCU		10

Supporting Courses

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

10. Digital Technopreneur

Fundamental Courses

Course		SCU
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

11. Designpreneur

Fundamental Courses

Course		SCU
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		10

12. Metaverse in Business

Fundamental Courses

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

Supporting Courses

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

13. Creative Digital Storytelling
Fundamental Courses

Course		SCU
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

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

14. Content Creation
Fundamental Courses

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

Supporting Courses

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

15. English for Business Professional

Fundamental Courses

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

Supporting Courses

Course		SCU
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

16. Chinese for Career Pathways

Fundamental Courses

Course		SCU
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

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

17. Digital Creative Strategy

Fundamental Courses

Course		SCU
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

18. Immersive Journey to Japanese Language and Culture

Fundamental Courses

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

Supporting Courses

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

19. Korean Culture and Creativity

Fundamental Courses

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

Supporting Courses

Course		SCU
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

20. Global Creative Business and Technology

Fundamental Courses

Course		SCU
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

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
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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
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 Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
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			20
COMM6346018	Public Relations in Industrial Practices	8	
COMM6571018	Communication Strategy in Industry	8	
COMM6349018	EES in Public Relations Practices	4	
Enrichment Program II			20
COMM6354018	Public Relations in Professional Practices	8	
COMM6572018	Globalized Networking in Industry	8	
COMM6357018	EES in Professional Public Relations Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6929018	New Business Initiation	8	
ENTR6930018	Product Development Process	8	
ENTR6385018	EES in New Public Relations Business	4	
Enrichment Program II			20
ENTR6931018	Product Launching	8	
ENTR6932018	Business Development	8	
ENTR6389018	EES in Public Relations Business Experience	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6440018	Research Design in Public Relations	8	
RSCH6560018	Academic Writing for Public Relations Research	8	
RSCH6442018	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	
Enrichment Program II			20
RSCH6443018	Research Experience	8	
RSCH6561018	Scientific Writing for Public Relations Research	8	
RSCH6445018	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
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
Elective courses list for study abroad*			20
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			20
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	
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 certified specific independent study*			20
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	
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 outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Further Study Track

Code	Course Name	SCU	Total
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.	COMM6627018	Digital Platform Strategies & Analytics	C