

# Creative Digital Communication

## Introduction

The Creative Digital Communication program at BINUS UNIVERSITY INTERNATIONAL is designed for the next generation of communication professionals ready to lead in an increasingly digital and global world. Anchored in a fusion of strategic insight, creative innovation, and technological fluency, this program prepares students to craft impactful communication in dynamic digital environments.

Structured around two streams — Strategic Communication and Entertainment Communication — the program empowers students to specialize in areas aligned with their career aspirations. These streams balance creative production and strategic planning, enabling learners to master audience engagement, brand development, content innovation, and digital media management. Emphasizing both local relevance and global adaptability, the curriculum fosters cross-disciplinary competencies through the integration of communication theory, design thinking, media analytics, and emerging technologies.

The learning experience blends academic study with hands-on projects and industry-aligned assignments. Students are encouraged to develop critical thinking, digital fluency, ethical awareness, and adaptive problem-solving in the evolving media landscape.

Graduates of this program will be equipped with the professional knowledge, creative capabilities, and technological skills necessary to thrive in diverse communication industries — not only within Indonesia, but also on a global stage. The program cultivates a forward-thinking mindset, empowering students to enter the international workforce with confidence and competence.

## Vision

A world class Creative Digital 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 Creative Digital Communication 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. Nurturing BINUSIAN with strong character by integrating a holistic approach with global digital communication standards.
2. Addressing national challenges through high-impact research, leveraging digital media, data analytics, and emerging communication trends.
3. Promoting lifelong learning by encouraging self-enrichment through interactive digital experiences, content creation, and new media storytelling.
4. Empowering students to enhance society's quality of life, using digital platforms, social engagement campaigns, and immersive communication strategies.
5. Integrating innovation within BINUS Higher Education, driving transformation through digital storytelling, AI-driven content strategies, and cutting-edge communication tools.

## Program Objectives

The objectives of the program are:

1. Equip students with a strong understanding of communication theories and models and train them to apply these in creating effective and creative digital strategies for real-world problems.
2. Develop students' leadership and teamwork skills to manage diverse teams in delivering digital communication projects, while promoting ethical behaviour, cultural awareness, and social responsibility.
3. Train students to effectively use digital tools and technology to produce creative and impactful communication materials efficiently.

## 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 generate and clarify concepts and ideas for producing communication messages, multimedia content creation and storytelling
5. Able to show leadership, teamwork, adaptability, and a growth mindset while working in a diverse team to plan, execute, and evaluate communication projects with a strategic, problem-solving approach.
6. Able to apply technological tools and analytics to assess and strengthen communication strategies in response to evolving technological and social trends.
7. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

The curriculum is designed to develop students into digitally fluent communicators by combining interdisciplinary theory, hands-on application, and future-focused technologies. From foundational knowledge in digital storytelling and audience analysis to advanced skillsets in data analytics, AI tools, and media research, students experience a dynamic learning journey. Throughout the program, they engage in collaborative projects, practical assignments, and simulated industry scenarios that reflect the rapidly changing demands of the communication landscape. This approach ensures that graduates are not only adept in multimedia production and strategic communication but are also critical thinkers capable of navigating complex digital ecosystems.

Career pathways for graduates span a wide range of roles in the digital media and communication industries. Those specializing in **Strategic Communication** are prepared for careers such as digital PR specialists, brand strategists, corporate communication officers, crisis response consultants, and stakeholder engagement managers. Students in the **Entertainment Communication** stream are equipped to work as multimedia storytellers, event managers, lifestyle content creators, visual designers, and digital publication editors. With key competencies in visual storytelling, audience

targeting, brand activation, and digital innovation, graduates are primed to contribute to organizations seeking forward-thinking, tech-savvy communicators.

Graduates of the Creative Digital Communication program stand out for their adaptability, global outlook, and innovation-driven mindset. Many go on to work in digital agencies, multinational corporations, media outlets, tech startups, and purpose-driven organizations. BINUS UNIVERSITY INTERNATIONAL supports students' career readiness through access to mentoring programs, industry talks, digital portfolio development, and job placement services via BINUS Career. With advanced technological skills, creative versatility, and strategic insight, alumni are empowered to excel in national and international settings as leaders in the evolving world of digital communication. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

### Awards/Degree

- *Sarjana Ilmu Komunikasi* (S.I.kom. – Bachelor of Communication)

### Major and Stream

Stream	Degree				Partner
	Single	Title	Double	Title	
Strategic Communication	√	<i>S.I.kom.(Sarjana Ilmu Komunikasi)</i>			-
Entertainment Communication	√	<i>S.I.kom.(Sarjana Ilmu Komunikasi)</i>			-

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

#### Stream: Strategic Communication (Single Degree)

The Strategic Communication stream equips students with the skills to design, lead, and evaluate effective communication strategies in a digitally connected world. This stream focuses on corporate and organizational communication, public relations, brand activation, audience analysis, and crisis management. Students will develop a strong foundation in digital PR, stakeholder engagement, and media strategy while mastering AI-enhanced tools. Through project-based learning, they gain practical experience in crafting persuasive messages, managing reputations, and leading strategic campaigns in both corporate and public contexts.

#### Stream: Entertainment Communication (Single Degree)

The Entertainment Communication stream prepares students to create, manage, and promote digital content within the creative industries. With a focus on visual narratives, content production, event planning, and lifestyle and entertainment publications, students gain expertise in shaping experiences and storytelling across media platforms. This stream emphasizes innovation in the creative economy by integrating design thinking, user engagement, and digital publishing tools. Students will explore and build portfolios of compelling multimedia work and engage in collaborative projects that simulate real-world communication challenges in areas such as fashion, sports, gaming, and digital events.

## Teaching, Learning, and Assessment Strategies

The teaching and learning process in the Creative Digital Communication program is conducted in small-class settings, allowing students to benefit from a personalized and interactive learning environment led by internationally experienced lecturers. Learning is centered on project-based and experiential approaches, enabling students to engage directly in real-world communication challenges across diverse media platforms. Students will explore communication theories while applying them through lectures, workshops, collaborative projects, and coaching clinics.

Students are introduced early to foundational digital competencies through the course *Foundations of Artificial Intelligence* and later engage in AI-embedded courses that apply machine learning, data visualization, and predictive analytics to communication problems. Courses such as digital content production, text mining, audience analysis, and UI/UX design are strategically developed to blend creative storytelling with advanced information technologies, ensuring students acquire both conceptual insight and technical fluency.

Assessment strategies include both formative and summative evaluations, with a strong emphasis on authentic assessment methods such as project submissions, digital portfolios, campaign prototypes, and multimedia presentations. Peer review, assessment from industry practitioners, and AI-assisted evaluation tools. Feedback is delivered through multiple channels — in-class discussions, annotated rubrics, digital platforms, and personalized feedback forms — all designed to support student reflection and continuous improvement.

Learning is further enhanced through modern facilities, including a multimedia auditorium, creative classroom, and an analytic lab. With strong support from entrepreneurial and research divisions, students also benefit from mentorship opportunities with industry experts, allowing them to deepen their expertise in specialized fields such as entertainment communication, digital strategy, and media innovation.

## 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, on top of 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	
	STAT6204019	Statistics	2	
	COMM6753019	Audio & Visual Communication – (AOL)	3	
	<b>Pancasila Course*</b>			
	CHAR6013001	Character Building: Pancasila*	2	
	CHAR6039001	Pancasila and Indonesian Culture	2	
2	ENGL6172001	Academic English II	3	20
	ENTR6091005	Project Hatchery	2	
	COSC6011019	Foundations of Artificial Intelligence	2	
	COMM6754019	Digital Content Production & Copywriting – (AOL)	4	
	COMM6012019	Theory of Communication – (AOL)	4	
	COMM6755019	Sustainability Communication – (AOL)	2	
	COMM6756019	Digital Storytelling & New Media	3	
3	CHAR6014001	Character Building: Kewarganegaraan	2	23
	COMM6611019	Society and Digital Culture	2	
	COMM6460019	Political Communication	2	
	COMM6099019	Intercultural Communication	4	
	COMM6757019	UI/UX Design & Writing – (AOL)	4	
	COMM6758019	Public Relations Fundamentals – (AOL)	3	
	COMM6759019	Audience Analysis – (AOL & AIE)	3	
	ENTR6486005	Entrepreneurship Hatchery*	3	
4	CHAR6015001	Character Building: Agama	2	20
	COMM6639019	Psychology of Communication	2	
	COMM6760019	Corporate Communication – (AOL)	4	
	COMM6761019	Text Mining & Media Analysis – (AOL & AIE)	2	
	COMM6610019	Communication Research Methodology – (AOL & AIE)	4	
	COMM6762019	Fact-checking and Digital Literacy – (AOL)	4	
	LANG6122019	Indonesian for Media Writing – (AOL)	2	
5	COMM6612019	Communication Data and Technology (AIE)	4	17
	COMM6763019	New Media Business	4	
	<b>Stream : Strategic Communication (Single Degree)</b>			
	COMM6764019	Crisis Communication and Media Relations – (AOL)	3	
	COMM6765019	Brand Activation	3	
	COMM6766019	Digital PR Publications – (AOL)	3	
	<b>Stream: Entertainment Communication (Single Degree)</b>			
	COMM6767019	Visual Design Narratives	3	
	COMM6768019	Creative Event Planning – (AOL)	3	
	COMM6766019	Lifestyle, Sports and Entertainment Publication – (AOL)	3	

Sem	Code	Course Name	SCU	Total
6	Enrichment Program I			20
7	Enrichment Program II			20
8	Thesis Courses**			6
	COMM6581019	Pre-Thesis	2	
	COMM6582019	Thesis	4	
	COMM6188019	Thesis	6	
Total Credits 146 SCU				

\*) For **Character Building: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.

\*\*) Student may choose to take either **Thesis (6 scu)** or **Pre-Thesis (2 scu) & Thesis (4 scu)**. The **Pre-Thesis (2 scu) & Thesis (4 scu)** can be taken in the 7<sup>th</sup> and/or 8<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program.

-) **AOL** – Assurance of Learning Process System

-) **AIE** – Artificial Intelligence Embedded Course

### Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):

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

#### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
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

**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
<b>Enrichment Program I</b>			20
COMM6256019	Media Industry	8	
COMM6550019	Communication and New Technology	8	
COMM6258019	Event and Networking Management	4	
Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			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
<b>Enrichment Program I</b>			20
ENTR6092019	Business Model Innovation	8	
ENTR6588019	Product and Service Development	8	
ENTR6097019	Managing Teams and Cultures	4	
Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			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
<b>Enrichment Program I</b>			20
GLOB6085019	Elective Course for Study Abroad 1	4	
GLOB6086019	Elective Course for Study Abroad 2	4	
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	



Code	Course Name	SCU	Total
GLOB6684019	Elective Course for Study Abroad 3	8	
<b>Enrichment Program II</b>			
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	
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	20
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	
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
LANG6122019	Indonesian for Media Writing	2	4	COMM6756019	Digital Storytelling & New Media	3	2
COMM6757019	UI/UX Design Writing	4	3	COMM6754019	Digital Content Production & Copywriting	4	2
COMM6759019	Audience Analysis	3	3	COMM6754019	Digital Content Production & Copywriting	4	2
COMM6762019	Fact-checking and Digital Literacy	4	4	COMM6756019	Digital Storytelling & New Media	3	2
COMM6610019	Communication Research Methodology	4	4	STAT6204019	Statistics	2	2
COMM6761019	Text Mining & Media Analysis	2	4	STAT6204019	Statistics	2	2
COMM6760019	Corporate Communication	4	4	COMM6758019	Public Relations Fundamentals	3	3
COMM6612019	Communication Data and Technology	4	5	COMM6610019	Communication Research Methodology	4	4
<b>Stream: Strategic Communication (Single Degree)</b>							
COMM6764019	Crisis Communication and Media Relations	3	5	COMM6760019	Corporate Communication	4	4
<b>Stream : Entertainment Communication (Single Degree)</b>							
COMM6766019	Lifestyle, Sports, and Entertainment Publication	3	5	COMM6762019	Fact-checking and Digital Literacy	4	4

**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	COMM6389019	Public Speaking	C
4	COMM6012019	Theory of Communication	C
5	COMM6760019	Corporate Communication	C
6	COMM6610019	Communication Research Methodology	C
<b>Stream : Strategic Communication (Single Degree)</b>			
7	COMM6764019	Crisis Communication and Media Relations	C
8	COMM6766019	Digital PR Publications	C
<b>Stream : Entertainment Communication (Single Degree)</b>			
7	COMM6765019	Creative Event Planning	C
8	COMM6766019	Lifestyle, Sport and Entertainment	C

