

PUBLIC RELATIONS

Introduction

Public Relations Study Program prepares young generations to have professional ability to establish relationships with the public, build images and reputation. Based on creative communication technology, Public Relations BINUS @Malang equip students with skills and expertise in accordance with Global Talent Standard (GTS).

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

To be a study program that produces Public Relations practitioners who have global competitiveness with local approaches.

Mission

The mission of S1 Public Relations study Program is:

1. To provide innovative and creative learning processes.
2. To become an internationally-standard research center emphasizing the development of science.
3. To produce public relations practitioners who have ethics, professionalism, and global competitiveness with the weight of local wisdom of East Java and Eastern Indonesia.
4. Provide added value to local and international communities.

Program Objective

The objectives of the program are to produce practitioners and leaders who have ethical, credibility, and professionalism to improve the quality of life of Indonesia based on cultural values and wisdom of local and national cultures.

Student Outcome

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, 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, analyse strategic issues, and formulate alternative solution in Public Relations area.
6. Able to apply entrepreneurial principles to build business in the field of communication science by utilizing the values and content of local Indonesian culture.

7. Able to build community understanding regarding the essence of the message of a product/service using various media through the approach of marketing communication.
8. Able to create a communication strategy between the company and all stakeholders using various media through a communication science approach.
9. Capable of demonstrating English skills as a supporting language in communicating in a global environment.

Prospective Career of the Graduates

Public Relations Officer, Media Relation Officer, Strategic Planner, Public Relations Consultant, Spoke Person Expert, Campaign Expert, Branding Expert, Event Organizer.

Streaming

a. Corporate Public Relations

Sharpen corporate communication management skills in crisis communication management and communication strategy planning.

b. Marketing Public Relations

Focus on integrated marketing communication skills, product branding or personal branding and marketing event management.

Academic Degree

Sarjana Ilmu Komunikasi (S.I.Kom.)

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.

Sem	Code	Course Name	SCU	Total
1	COMM6310	Principle of Communication	2	20
	COMM6312	Introduction to Public Relations	2	
	LANG6089	Indonesian Language	2	
	COMM6311	Interpersonal Communication	4	
	COMM6313	Public Speaking	4	
	COMM6314	Principles of Writing	4	
	ENGL6197	English Entrant	2	

2	CHAR6030	Character Building: Pancasila	2	22	
	COMM6318	Ethics in Public Relations	2		
	COMM6315	Writing for Public Relations	4		
	COMM6316	Polling and Public Opinion	4		
	COMM6319	Cross Culture Communication	4		
	ENGL6198	English in Focus	2		
	COMM6317	Communication Theories in Public Relations Context	4		
3	CHAR6031	Character Building: Kewarganegaraan	2	22	
	ENTR6117	Entrepreneurship I	2		
	COMM6320	Media Convergence	4		
	COMM6321	Professional Communication in Business Settings	2/2		
	COMM6322	Organizational Behaviour	4		
	COMP6400	Computer Laboratory in Public Relations Context	2/2		
	ENGL6201	English Savvy	2		
4	CHAR6032	Character Building: Agama	2	22/22	
	STAT6130	Statistics	2/2		
	COMM6338	Reputation Management	4		
	COMM6324	Strategic Planning in Public Relations	2		
	Streaming: Marketing Public Relations				
	COMM6323	Media Relations	2		
	COMM6325	Branding in Public Relation*	4		
	COMM6332	Integrated Marketing Communications	2/2		
	Streaming: Corporate Public Relations				
	COMM6326	Government Relations and Lobbying	2		
	COMM6327	Crisis Management*	2/2		
	COMM6337	Corporate Relationship Management	4		
	5	ENTR6118	Entrepreneurship II		2
RSCH6103		Research Methodology	4		
Streaming: Marketing Public Relations					
COMM6331		Digital Marketing Public Relations	2/2		
COMM6333		Marketing Communication Program and Event Management	2/2		
COMM6335		Introduction to Marketing and Negotiation Technique	2		
COMM6336		Advertising in Public Relations*	2/2		
COMM6334		Marketing Public Relations Ethics	2		
Streaming: Corporate Public Relations					
COMM6328		Corporate Social Responsibility	2		
COMM6329		Corporate Advertising	2/2		
COMM6339		Political Branding, Culture and Power of Organization	2/2		
COMM6340		Strategic Corporate Communication*	2/2		
COMM6341		Corporate Public Relations Ethics	2		
6	Enrichment Program I		16	16	

7	Enrichment Program I		16	16
8	Streaming: Marketing Public Relations			6/6
	RSCH6101	Thesis of Marketing Public Relations	6	
	Streaming: Corporate Public Relations			
	RSCH6102	Thesis of Corporate Public Relations	6	

*) *Entrepreneurship Embedded*

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.

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	

Notes:

- IN : Internship
- RS : Research
- EN : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- Etc : Study program special purposes

Notes:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			16
COMM6346	Public Relations in Industrial Practices	8	
COMM6348	Communication Strategy in Industry	4	
COMM6349	EES in Public Relations Practices	4	
Enrichment Program II			16
COMM6354	Public Relations in Professional Practices	8	
COMM6356	Globalized Networking in Industry	4	
COMM6357	EES in Professional Public Relations Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			16
ENTR6382	Business Start Up	8	
ENTR6383	Business Model and Validation in Public Relations Field	2	
ENTR6384	Launching New Venture in Public Relations Field	2	
ENTR6385	EES in New Public Relations Business	4	
Enrichment Program II			16
ENTR6386	Growing a Business	8	
ENTR6387	Lean Start Up & Business Plan in Public Relations Field	2	
ENTR6388	Venture Capital in Public Relations Field	2	
ENTR6389	EES in Public Relations Business Experience	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			16
RSCH6302	Research Experience	8	
RSCH6303	Scientific Writing for Public Relations Research	4	
RSCH6304	Global EES in Public Relations Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			16
CMDV6209	Community Outreach Project Implementation	8	
CMDV6210	Community Outreach Project Design in Public Relations Context	4	
CMDV6211	Employability and Entrepreneurial Skills in Public Relations Context	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			16
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	
GLOB6097	Elective Course for Study Abroad 5	2	
GLOB6098	Elective Course for Study Abroad 6	2	
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	

Enrichment Program II			16
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	
GLOB6109	Elective Course for Study Abroad 17	2	
GLOB6110	Elective Course for Study Abroad 18	2	
GLOB6111	Elective Course for Study Abroad 19	2	
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	

Note:

Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits

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

No.	Code	Course Name	Minimal Grade	Semester	Streaming
1	CHAR6030	Character Building: Pancasila	B	2	-
2	ENTR6118	Entrepreneurship II	C	5	-
3	COMM6313	Public Speaking	B	1	-
4	COMM6315	Writing for Public Relations	B	2	-
5	COMM6338	Reputation Management	C	4	-
6	COMM6321	Professional Communication in Business Setting	C	3	-
7	COMM6332	Integrated Marketing Communication	B	4	Marketing Public Relations
8	COMM6333	Marketing Communication Program and Event Management	B	5	Marketing Public Relations
9	COMM6327	Crisis Management	B	4	Corporate Public Relations
10	COMM6340	Strategic Corporate Communication	B	5	Corporate Public Relations