

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 | | |
|-----------------------|-------------------------------------|---|
| 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 |

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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 |