

PUBLIC RELATIONS

Introduction

Public Relations Study Program aimed at those who are willing to learn 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

To become a nationally recognised and global Public Relations Study Program in the development and implementation of Public Relations integrated with digital and creative technology by promoting local and national cultural wisdom.

Mission

The mission of S1 Public Relations study Program is:

1. To provide innovative and creative educational programs to achieve the knowledge, skills, and attitudes required in Public Relations.
2. To be an international research center that emphasizes scientific and technological development in Public Relations.
3. Provide added value for local and international community through the implementation of Tri Dharma activities in the field of Public Relations study.

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.

1. To prepare students with theoretical and technical skills in line with the public relations industry.
2. To prepare students with critical thinking, analysis, and strategic planning skills to succeed in a public relations career.
3. To prepare students with the ability to build relationships with various organisations.
4. To prepare students with the right information and communication technology skills in the field of public relations.
5. To prepare students with managerial skills and entrepreneurship.
6. To equip students with a lifelong spirit of learning.

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 practice branding activity through various digital platforms in any organizational level.

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

Streaming

Public Relations Study Program has **Digital Public Relations** streaming, which is focus on the skill of composing and implementing branding activities by utilizing technology and various digital platforms.

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. 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.

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 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 Setting*	2		
	COMM6315	Writing for Public Relations	4		
	COMM6338	Reputation Management**	4		
	ENTR6519	Entrepreneurship: Ideation	2		
	English Courses II				
	ENGL6201	English Savvy	2		
ENGL6200	English for Written Business Communication	2			
3	CHAR6032	Character Building: Agama	2	24	
	ENTR6520	Entrepreneurship: Prototyping	2		
	COMM6479	Social Design Thinking	4		
	COMM6480	Consumer and Audience Analytics**	4		
	COMM6481	Strategic Planning in Public Relations	4		
	COMM6327	Crisis Management	2/2		
	COMM6482	Corporate Social Responsibility*	4		
4	ENTR6521	Entrepreneurship: Market Validation	2	20/20	
	COMM6483	Communication Technology	4		
	Streaming: Digital Public Relations				
	COMM6332	Integrated Marketing Communication	2/2		
	COMM6484	SEM and SEO Management**	4		
	COMM6485	Public Relations Photography*	2		
	DSGN6800	Visual Design	4		
Minor Program			14		
5	RSCH6438	Quantitative and Qualitative Research Methods in Communication Context	4	24/24	
	COMM6486	Workplace Ethics and Behavior	2/2		
	Streaming: Digital Public Relations				
	COMM6487	Branding and Advertising	2/2		
	COMM6488	Event Management*	4		
	COMM6489	Digital Platform Strategies**	4		
	COMM6490	Digital Analytical for Public Relations	4		
Minor Program			16		
6	Enrichment Program I		16	16	
7	Enrichment Program I		16	16	
8	RSCH6439	Thesis	6	6	

*) This course is Delivery in English

**) Global Learning System course

English Courses:

- For 1st semester: For English Courses I, student with score Binus English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
- For 2nd semester: For English Courses II, student with score Binus English Proficiency Test less than 500 will take English Savvy, and student with score test 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.

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	16
Enrichment Program II			
COMM6354	Public Relations in Professional Practices	8	
COMM6356	Globalized Networking in Industry	4	16
COMM6357	EES in Professional Public Relations Practices	4	
<i>For students who take Internship track in semester 7, should take these courses:</i>			16
Enrichment Program II			
COMM6346	Public Relations in Industrial Practices	8	

COMM6348	Communication Strategy in Industry	4	
COMM6349	EES in Public Relations Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6382	Business Start Up	8	16
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			
ENTR6386	Growing a Business	8	16
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			
RSCH6440	Research Design in Public Relations	8	16
RSCH6441	Academic Writing for Public Relations Research	4	
RSCH6442	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Public Relations	4	
Enrichment Program II			
RSCH6443	Research Experience	8	16
RSCH6444	Scientific Writing for Public Relations Research	4	
RSCH6445	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6209	Community Outreach Project Implementation	8	16
CMDV6210	Community Outreach Project Design in Public Relations Context	4	
CMDV6211	Employability and Entrepreneurial Skills in Public Relations Context	4	
<i>For students who only take Community Development track in Semester 7, should take these courses:</i>			
Enrichment Program II			
CMDV6209	Community Outreach Project Implementation	8	16
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	1	-
2	ENTR6521	Entrepreneurship: Market Validation	C	4	-
3	COMM6474	Corporate Relationship Management	B	1	-
4	COMM6315	Writing for Public Relations	B	2	-
5	COMM6481	Strategic Planning in Public Relations	B	3	-
6	COMM6486	Workplace Ethics and Behavior	B	5	-
7	COMM6332	Integrated Marketing Communication	B	4	Digital Public Relations
8	COMM6487	Branding and Advertising	B	5	Digital Public Relations