

Communication

Program Description

The Bachelor program in Communication at BINUS INTERNATIONAL offers three streaming: Journalism, Public Relation and Advertising. The program provides an extensive knowledge of communication skills, practices and technologies as an integral part of creating an efficient message to the target audience in the expanding new-media, as well as social, cultural and ethical knowledge to create responsible communication methods.

It is a four-year study program, during which the basic communication skills courses are offered in the first year. The following three-year courses are provided to enhance students' creative, critical and contextual thinking as well as social, cultural and media business knowledge. In this program student will learn how to be skilled communication specialist in the media, Public relation and advertising.

The Objectives of this Program are:

- A. To provide student with social and cultural knowledge, critical thinking and technical skills to produce effective message to the audience.
- B. To prepare student to keep updated with and utilize ICT and media technologies.
- C. To prepare student to have effective communication skills in both written and verbal forms in the media industry.
- D. To complement students with leadership, entrepreneurship and management skills, as well as ethics required to be a socially aware and responsible professional in global media industry.
- E. To prepare students with knowledge and skills to be innovative, creative and passionate for continuous improvement in media industry.

Awards/Degree

- *Sarjana Ilmu Komunikasi* (S.I. Kom – Bachelor of Communication)
- Bachelor Degree from partner universities

Graduate Competencies

Upon completion of the 4-year program, students should be able to:

1. Explain, analyse and integrate different communication forms and elements in media production process.
2. Apply and organize media production as a journalist, public relation officer and advertising officer.
3. Classify and analyse professional communication methods and apply performance strategy based on theories in communication.
4. Explain and analyse the social, cultural and behavioural theories related to communication.
5. Use current tools, technique and technology necessary for media and communication related activities.
6. Communicate effectively in conducting all aspect of communication and media related activities in written and verbal forms.
7. Demonstrate entrepreneurship & management knowledge in media and communication industry.
8. Perform effective leadership & teamwork skills as a journalist, public relation officer and advertising officer.
9. Apply principles of ethics in media production.

10. Apply creative thinking in journalism, public relation and advertising for continuous improvement in media industry.
11. Solve problems and formulate solutions related to journalism, public relation and advertising.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of communication studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent multimedia classroom, screening room, and editing labs facilities. With a good quality library, the students will be able to access books and films for references and research activity.

Much of the course-works are assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and thesis. The feedback of the given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. Written thesis report must be submitted in Year 4 (semester 8).

Employability and Careers Support

A wide range of career opportunities in media industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge in communication theories as well as the practice of communication while keeping engage to the expanding media and communication industry.

The Communication Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

The graduates of Communication Program are expected to be ready to work in communication and media industry to create responsible yet effective and innovative way in delivering messages to the mass, in response to various market levels. The graduates are also prepared to work for Television, Radio, Internet news agencies, Public Relation and Advertising agencies. BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com

Program Structure

Courses	Course Name	SCU
MC101	Introduction to Communication	3
MC111	Introduction to Graphic Design	2
MC112	Creative Writing	2
MC113	Public Speaking & Professional Image	4
FM102	Visual Workshop (Audio Visual)	4
GS102	Academic English I	3
GS107	Character Building : Self Development	2
MC102	Theory of Communication	4
MC121	Media Technology	2
MC122	Interpersonal Communication	2
MC123	Media Industry Seminar	2
FM113	Performance Strategy	4
GS209	Character Building : Interpersonal Development	2
GS201	Academic English II	3
MC103	Theory of Mass Communication	4
MC211	Introduction to Journalism	2
MC212	Introduction to Public Relation	2
MC213	Introduction to Advertising	2
MC214	Introduction to Economics	2
MC223	Social Statistic	4
MC222	Media Interview Technique	2
GS210	Character Building : Spiritual Development	2
MC106	Introduction Anthropology & Indonesian Culture	4
MC107	Introduction to Sociology	3
MC215	Principles of Management	2
MC216	Introduction to Marketing	2
MC221	Intercultural Communication	4
MC224	Introduction to Political Science	2
MC311	Regulation and Media Control	2
GS303	Character Building : Professional Development	2
MC108	Introduction to Psychology	3
MC312	Social Change & Globalization	4
MC313	Communication in Organization	2
MC314	Philosophy & Ethics of Communication	2
MC315	Mass Communication Sociology	2
MC316	Mass Communication Research Methods	4
MC317	Quantitative & Qualitative Research Methods	4
MC322	Media Internship	2
MC321	Media Business and Entrepreneurship	2

CM421	Thesis	6
	Streaming: Journalism	
	Broadcast Journalism	
MC331	Print Media Journalism	4
MC332	Reportage Technique & Newscaster	4
MC333	Bahasa Indonesia for Journalism	2
MC334	Investigative Journalism	2
MC335	Newsroom Management	3
MC336	20 SCUs of electives that can be chosen from communication and other program	2
	Streaming: Public Relation	
	Crisis Communication & Public Relation	
MC341	Public Relations Writing	4
MC342	Public Relations Management	4
MC343	Consumer Behavior	2
MC344	Media Planning & Relations	2
MC361	Event Management	2
MC362	20 SCUs of electives that can be chosen from communication and other program	3
	Streaming: Advertising	
	Copywriting	
MC351	Creative Advertising	4
MC352	Advertising Management	3
MC353	Consumer Behavior	3
MC344	Media Planning & Relations	2
MC361	Event Management	2
MC362	20 SCUs of electives that can be chosen from communication and other program	3
	Total	146