

## Communication

### ***Vision***

Communication program strives to become a prominent communication program in Asia that is able to produce innovative and creative leaders in the fast growing communication industry worldwide.

### ***Mission***

Communication program exist to educate creative, innovative and passionate student from diverse background by providing international quality education and internship in order to generate highly skilled communication specialist for various communication position in the industry.

### ***Program Description***

The Bachelor program in Communication at BINUS UNIVERSITY INTERNATIONAL offers two streaming: Journalism and Public Relation. 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 UNIVERSITY 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](http://www.binuscareer.com)

**Program Structure**

Course Code	Course Name	SCU
FILM6002	Visual Workshop	4
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
COMM6194	Introduction to Communication	3
DSGN6282	Introduction to Graphic Design	2
COMM6164	Creative Writing	2
COMM6097	Speaking in Public	4
FILM6007	Performance Strategy	4
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
COMM6012	Theory of Communication	4
COMM6177	Media Technology	2
COMM6167	Interpersonal Communication	2
COMM6173	Media Industry Seminar	2
CHAR6015	Character Building: Agama	2
COMM6014	Theory of Mass Communication	4
COMM6170	Introduction to Journalism	2
COMM6171	Introduction to Public Relations	2
COMM6168	Introduction to Advertising	2
ECON6029	Introduction to Economics	2
COMM6175	Media Interview Technique	2
STAT8067	Business Statistics I	2
SOCS6034	Introduction to Anthropology & Indonesian Culture	4
SOCS6036	Introduction to Sociology	3
MGMT6099	Principles of Management	2
MKTG6079	Introduction to Marketing	2
COMM6009	Introduction to Political Science	2
RSCH6018	Quantitative & Qualitative Research Methods	4
PSYC6116	Introduction to Psychology	3
COMM6099	Intercultural Communication	2
COMM6184	Regulation and Media Control	2
SOCS6038	Social Change & Globalization	4
COMM6129	Organizational Communication	4

COMM8101	Philosophy of Communication	2
SOCS6037	Mass Communication Sociology	2
RSCH6017	Mass Communication Research Methods	4
ENTR6039	Media Business & Entrepreneurship	2
COMM6174	Media Internship	2
COMM6162	Broadcast Journalism	4
COMM6180	Print Media Journalism	4
COMM6185	Reportage Technique & Newscasting	2
LANG6030	Indonesian Language	4
COMM6172	Investigative Journalism	3
COMM6178	Newsroom Management	2
COMM6165	Crisis Communication & Public Relations	4
COMM6182	Public Relations Writing	4
COMM6181	Public Relations Management	2
MKTG6078	Consumer Behaviour	2
COMM6176	Media Planning & Relations	2
MGMT6098	Event Management	3
	Total Elective (Journalism)	18
	Total Elective (Public Relation)	22
COMM6188	Thesis	6