

## 2024 Curriculum of Public Relations Study Programme

### Semester 1 (2024)

No	Code	Course	Credit
1	UNX01-001	Agama/ <i>Religion</i>	2 (2-0)
2	UNX01-007	Pendidikan Pancasila/ <i>Pancasila Education</i>	2 (2-0)
3	UNX01-008	Pendidikan Kewarganegaraan/ <i>Civic Education</i>	2 (2-0)
4	UNX01-004	Bahasa Indonesia/ <i>Indonesian Language</i> (TKBl)	2 (2-0)
5	UNX01-006	Olah Kreativitas dan Kewirausahaan/ <i>Creativity and Entrepreneurship</i>	3 (0-3)
6	K10D1001	Pengantar Ilmu Komunikasi/ <i>Introduction to Communication Science</i>	3 (3-0)
7	K10D1002	Pengenalan Konsep Humas/ <i>Introduction to Public Relations Concepts</i>	3 (3-0)
8	K10D1005	Public Speaking	3 (1-2)
<b>Total</b>			<b>20 Credits</b>

### Semester 2 (2024)

No	Code	Course	Credit
1	K10D2037	Filsafat Komunikasi dan Etika Hubungan Masyarakat/ <i>Communication Philosophy and Ethics of Public Relations</i>	3 (3-0)
2	K10D2003	Humas Multi Budaya/ <i>Multicultural Public Relations</i>	3 (2-1)
3	K10D2004	Komunikasi Massa/ <i>Mass Communication</i>	3 (3-0)
4	K10D2007	Penulisan Humas/ <i>Public Relations Writing</i>	3 (1-2)
5	K10D1003	Perilaku Komunikasi Individu Dalam Organisasi/ <i>Individual Communication Behaviour in Organization</i>	3 (3-0)
6	K10D1016	Statistika Sosial/ <i>Social Statistic</i>	3 (2-1)
<b>Total</b>			<b>18 Credits</b>

### Semester 3 (2024)

No	Code	Course	Credit
1	K10D1004	Hubungan Media/ <i>Media Relations</i>	3 (2-1)
2	K10D2011	Manajemen Humas/ <i>Public Relations Management</i>	3 (2-1)
3	K10D1007	Pengelolaan Kegiatan Humas/ <i>PR Event Management</i>	3 (1-2)
4	K10D2002	Humas Digital/ <i>Digital Public Relations</i>	3 (2-1)
5	K10D1009	Publisitas/ <i>Publicity</i>	3 (1-2)
6	K10D1010	Teori Komunikasi/ <i>Communication Theory</i>	3 (3-0)
7	K10D1020	Metode Penelitian Kuantitatif/ <i>Quantitative Research Method</i>	3 (2-1)
8	K10D2006	Media Visual Humas/ <i>Public Relations Visual Media</i>	3 (1-2)
<b>Total</b>			<b>24 Credits</b>

### Semester 4 (2024)

No	Code	Course	Credit
1	K10D2008	KKN Integratif/ <i>Integrative Community Service Program</i>	3 (0-3)
2	K10D1008	Pengelolaan Merek/ <i>Branding</i>	3 (2-1)
3	K10D2010	Marketing Humas/ <i>Marketing Public Relations</i>	3 (2-1)
4	K10D2013	Opini Publik/ <i>Public Opinion</i>	3 (2-1)
5	K10D2014	Humas dalam Manajemen Krisis/ <i>PR Crisis Management</i>	3 (2-1)
6	K10D2019	Metode Penelitian Kualitatif/ <i>Qualitative Research Method</i>	3 (2-1)
7	K10D1006	Media Public Relations/ <i>Public Relations Media</i>	3 (2-1)
8	K10D2013	Riset Media/ <i>Media Research</i>	3 (2-1)
<b>Total</b>			<b>24 Credits</b>

## Semester 5 (Merdeka)

Elective courses (can be taken from other study programme in Unpad or other universities)

MBKM Activities

No	Code	Course	Credit
1	K10D2018	Periklanan/ <i>Advertising</i> *	3 (1-2)
2	K10D2015	Humas dan Perubahan Sosial/ <i>Public Relations and Social Change</i> *	3 (2-1)
	K10D1013	Komunikasi Bisnis/ <i>Business Communication</i> *	3 (2-1)
4	K10D1018	Manajemen Produksi Media Humas/ <i>Public Relations Media</i> * <i>Production Management</i>	3 (1-2)
5	K10D2005	Kreativitas Humas/ <i>Creativity in Public Relations</i> *	3 (2-1)
6	K10D1011	Hubungan Industrial/ <i>Industrial Relations</i> *	3 (2-1)
7		Mata Kuliah Pilihan/ <i>Elective Course</i> **	3
8		<b>Kegiatan MBKM/MBKM Activities**</b> Mata Kuliah Konversi/ <i>Conversion courses</i> : <ul style="list-style-type: none"> <li>• <i>Communication Skill (Ability to Communicate)</i> (5)</li> <li>• <i>Networking Skill (Ability to get on with other people)</i> (4)</li> <li>• <i>Organizing Skill (Ability to organize)</i> (4)</li> <li>• <i>Personal Integrity</i> (4)</li> <li>• <i>Creativity (Imagination)</i> (4)</li> </ul>	(21)
<b>Total</b>			<b>21 Credits</b>

Notes:

\* Courses should be taken if students not joining MBKM activities

\*\* Elective course from other study programme in Universitas Padjadjaran or other universities (3 credits)

\*\*\* MBKM Activities (21 credits)

## Semester 6 (2024)

No	Code	Course	Credit
<b>Compulsary Courses for the semester:</b>			
1	K10D2022	Strategi dan Taktik PR/ <i>PR Strategy and Tactic</i>	3 (2-1)
2	K10D2009	Manajemen Reputasi/ <i>Reputation Management</i>	3 (2-1)
<b>Corporate PR Focus</b> (taking 4 Corporate PR courses plus 2 Government PR courses)			
3	K10D2019	CSR/ <i>Corporate Social Responsibility</i> *	3* (2-1)
4	K10D1012	Hubungan Investor/ <i>Investor Relations</i> *	3* (2-1)
5	K10D2039	Hubungan Pemerintah/ <i>Government Relations</i> *	3* (2-1)
6	K10D1014	Komunikasi dan Budaya Perusahaan/ <i>Corporate Culture and Communication</i> *	3* (2-1)
<b>Government PR Focus</b> (taking 4 Government PR courses plus 2 Corporate PR courses)			
7	K10D2010	Humas Politik/ <i>Political Public Relations</i> **	3** (2-1)
8	K10D1020	Humas Pemerintahan/ <i>Government Public Relations</i> **	3** (2-1)
9	K10A108	Komunikasi Politik/ <i>Political Communication</i> **	3**(2-1)
10	K10D2038	Kebijakan Publik/ <i>Public Policy</i> **	3**(2-1)
<b>PR Consultant Focus</b>			***
(taking 6 courses: 3 courses from CPR and GPR courses each)			
<b>Total</b>			<b>24(*) Credits</b>

\*Corporate Public Relations focus

\*\* Government Public Relations focus

\*\*\* Public Relations Consultant focus

**Semester 7 (2024)**

No	Code	Course	Credit
1	K10D2022	Seminar/ <i>Seminar</i>	2 (0-2)
2	K10D2036	Kapita Selekta/ <i>Capita Selecta</i> *	3* (2-1)
3	K10D1021	Job Training	2 (0-2)
4	UNX10810	Skripsi/Tugas Akhir/ <i>Undergraduate Thesis/ Final Assignment</i>	6 (0-6)
<b>Total</b>			<b>13*</b> <b>Credits</b>

**Semester 8 (2024)**

No	Code	Course	Credit
1	K10D2022	Seminar/ <i>Seminar</i>	2 (0-2)
2	K10D1021	Job Training	2 (0-2)
3	UNX10810	Skripsi/Tugas Akhir/ <i>Undergraduate Thesis/ Final Assignment</i>	6 (0-6)
<b>Total</b>			<b>10*</b> <b>Credits</b>

**COURSE DESCRIPTION****PUBLIC RELATIONS STUDY PROGRAMME****GC: General Course****FBC: Faculty Based Course****SPBC: Study Programme Based Course****SPBRC: Study Programme Based Research Course**

NAME OF COURSE AND DESCRIPTION	CODE
<b>UNX01-001 Agama/<i>Religion</i> 2 (2-0)</b>	<b>GC</b>
To lead students in professional development and religious personalities of faithful and pious, knowledgeable, and noble characteristics; and establish religious teachings as the basis of reasoning and behaving in professional development.	
<b>UNX01-002 Pendidikan Pancasila/<i>Pancasila Education</i> 2 (2-0)</b>	<b>GC</b>
Delivering students to gain knowledge and learning experiences in increasing understanding and awareness of a sense of nationality and love for the homeland through insight into Pancasila so that they become citizens who are competitive, as well as highly disciplined and actively participate in building a peaceful life based on the Pancasila value system. After this lecture, students are expected to be able to realize themselves to be good citizens who can support their nation and country. Furthermore, students are expected to be citizens who are intelligent, civilized, and responsible for the survival of the Indonesian state in practicing their scientific, technological, and artistic abilities.	

<b>UNX01-003 Pendidikan Kewarganegaraan/<i>Civic Education</i> 2 (2-0)</b>	<b>GC</b>
To lead students in developing their personalities as citizens who play an active role in upholding democracy towards civil society. Moreover, the course aims to help students as citizens achieve the fundamental values of the struggle of Indonesia as a nation and raise awareness of life as a nation and the state. All of which should be embedded in their knowledge application for a responsible action towards humanity. A competence to master the ability to think dynamically and rationally while having broad views as intellectuals who have; insight into the citizenship, patriotic behavior to defend the country; A comprehensive, integrative mindset, and attitude in all aspects of national life.	
<b>UNX01-004 Bahasa Indonesia/<i>Indonesian Language</i> 2 (2-0)</b>	<b>GC</b>
Students learn Indonesian spelling system usage and grammar, ways of making terms and definitions; choice of words/word forms in sentences; expression of ideas in effective sentences; common mistakes in a sentence.	
<b>UNX01-006 Olah Kreatifitas dan Kewirausahaan/<i>Creativity and Entrepreneurship</i> 3 (0-3)</b>	<b>GC</b>
Carry out actual actions in the field and carry out the plan execution process and test solutions.	
<b>K10D1001 Pengantar Ilmu Komunikasi/<i>Introduction to Communication Science</i> 3 (3-0)</b>	<b>FBC</b>
Students will receive the concept of communication, communication processes, receiving and delivering messages from interpersonal communication to mass communication.	
<b>K10D1005 Public Speaking 3 (2-1)</b>	<b>FBC</b>
Public speaking is a mandatory course for all students of Communication Faculty Universitas Padjadjaran. Public speaking is often translated as the ability to speak in public or give a speech. This course provides students with the opportunity to develop their speaking skills both theoretically and practically. The lecture in this course includes how the concept of message composition is designed and effectively delivered in oral communication, and how the delivery of messages to the audience is practiced.	
<b>K10D1002 Pengenalan Konsep Humas/<i>Introduction to Public Relations Concepts</i> 3 (3-0)</b>	<b>SPBC</b>
The Introduction to Public Relations Concept course provides understanding, explanation and basic understanding of the conception and definition of the development of Public Relations; History, Figures, and Public Relations Events in the World and Indonesia; Competence, Function and Role of Public Relations; Public Relations Work Process; Stakeholder concept (public) Public Relations; Public Relations Communication Approach Model; Differences in Public Relations with other Communication Methods (Advertising, Campaigns, Socialization, Marketing, Propaganda); Activities, Position, and Structure of Public Relations in an organization; Media/Tools in Public Relations activities; Development of the Public Relations Professional Association; Implementation of the Public Relations Profession (Government Public Relations, Corporate Public Relations, Media Industry Public Relations, Consultant	

Public Relations); Phenomenon of Public Relations Practices in Technology, Marketing, Culture, Crisis, Politics, etc.; and Professional Public Relations Ethics.	
<b>K10D1003 Perilaku Komunikasi Individu Dalam Organisasi/<i>Individual Communication Behaviour in Organization</i> 3 (3-0)</b>	<b>SPBC</b>
This course teaches psychological theories and concepts in industry/organization, which are the basis for the interaction and behavior of members in organizations. The material covers fundamental theories of human needs, leadership, group dynamics, stress management, conflict management, and human relations. After taking this course, students are expected to be able to analyze phenomena and individual behavior in organizational life as a basis for determining human resource management policies and internal public relations activities.	
<b>K10D2001 Filsafat komunikasi dan Etika Hubungan Masyarakat/<i>Communication Philosophy and Public Relations Ethics</i> 3 (3-0)</b>	<b>FBC</b>
This course discusses the philosophy of communication and public relations science, including critical and creative thinking, the pillars of communication methodology philosophy, and PR ethics, professionalism, codes of conduct, and regulations. Thru discussions, case studies, and evaluations, students will be able to understand moral values and design ethical and innovative communication strategies.	
<b>K10D1016 Statistika Sosial/<i>Social Statistic</i> 3 (2-1)</b>	<b>SPBRC</b>
This course serves as a complement to the research methods course, in which this course discusses the basics of Social Statistics with examples and cases relevant to the Public Relations Study Programme.	
<b>K10D2003 Humas Multi Budaya/<i>Multicultural Public Relations</i> 3 (2-1)</b>	<b>SPBC</b>
This course offers knowledge in multicultural Public Relations within the scope of communication in corporate culture; Multicultural perception; Cultural parameters; Culture shock within the company; acculturation; High context culture and low context culture in multicultural business; PR and Multicultural Business; Comparison of eastern and western cultures and the application of ethnic cultures with work ethic in a company.  At the end of the course, students carry out the techniques and measurements of distances and attitudes between cultures, various communication skills with people of different cultures, communication with people of different cultures in a business environment, and analyze verbal and non-verbal languages of cross-cultural communication. In addition, students will hold cultural festivals.	
<b>K10D2004 Komunikasi Massa/<i>Mass Communication</i> 3 (3-0)</b>	<b>FBC</b>
This course aims to provide students with an understanding of the definitions, characteristics, components, models of mass communication; two-stage communication process; mass media law and ethics; mass communication effect; barriers to mass communication; mass communication in government systems and theories of mass communication.	

<b>K10D2007 Penulisan Humas/<i>Public Relations Writing</i> 3 (1-2)</b>	<b>SPBC</b>
<p>The course aims to provide students with knowledge and skills in writing public relations information in written form to build a positive image for various publics. Starting from the definition of public relations writing, the planning process, writing, evaluation of public relations writing, legal aspects of public relations writing; press release and background; brochures &amp; press kits; writing for newsletters; magazines &amp; trade publications; annual reports; writing for radio television and audio-visual; print advertising; speeches and presentations; news and features; reader's letter writing; writing articles and features for corporate media; writing editorials and editorial letters in company media; business letters &amp; reports.</p> <p>The practice: students develop news release leads that have news value—the practice of making news releases of information obtained from the field. The practice also adds writing features and articles for public relations and mass media; designing and making advertorials, speeches, photo captions for public relations media, and complementary news releases.</p>	
<b>K10D2002 Humas Digital/<i>Digital Public Relations</i> 3 (2-1)</b>	<b>SPBC</b>
<p>This course will assist students in using digital platforms for all public relations activities. The material includes the history of the development of information technology, the industrial revolution 4.0, Big Data and its applications, Social Media, and Digital literacy.</p> <p>At the end of the course, students are assigned to implement PR activities by helping MSMEs conduct digital platforms campaigns.</p>	
<b>K10D2006 Media Visual Humas/<i>Public Relations Visual Media</i> 3 (1-2)</b>	<b>SPBC</b>
<p>Public relations activities cannot be separated from visual communication products. This course introduces theoretical concepts of visual communication such as color psychology, typography, and semiotics. It provides an introduction to practical photography so that students can apply it practically in creating some visual communication products that are used to support various public relations activities.</p>	
<b>K10D1010 Teori Komunikasi/<i>Communication Theory</i> 3 (3-0)</b>	<b>FBC</b>
<p>This course aims to provide an understanding of communication theory and knowledge; theory in the research process, systems theory; theory of sign and language; discourse theory; message generation theory; message receiving and processing theory; the theory of symbolic interaction; theory of social and cultural reality, theory of experience and interpretation; critical theory; communication in relationships; theory in group communication; organizational communication theory and mass communication theory as well as new trends in communication theory.</p>	
<b>K10D1004 Hubungan Media/<i>Media Relations</i> 3 (2-1)</b>	<b>SPBC</b>
<p>This course discusses the meaning and purpose of relations with the press and how to form relations with the press, including press conferences, press briefings, and press releases.</p> <p>Practice: planning, practicing, and evaluating relations activities with the media/press.</p>	

<b>K10D1005 Manajemen Humas/<i>Public Relations Management</i> 3 (2-1)</b>	<b>SPBC</b>
<p>After attending this course, students are expected to understand public relations practitioners' career path, competencies, ethos, and productivity.</p> <p>Practice: Developing a public relations career development plan.</p>	
<b>K10D1007 Pengelolaan Kegiatan Humas/ <i>PR Event Management</i> 3 (1-2)</b>	<b>SPBC</b>
<p>The public relations event management course focuses on managing the special event as one of the public relations activities, added with knowledge and understanding of planning, organizing, implementing, and evaluating public relations events.</p> <p>Practice: Making special events such as seminars, exhibitions, workshops, open houses, and other relevant public relations events.</p>	
<b>K10D1020 Metode Penelitian Humas Kuantitatif/<i>Quantitative Public Relations Research Method</i> 3 (2-1)</b>	<b>SPBC</b>
<p>This course aims to provide scientific research knowledge and improve students' skills in making scientific research in quantitative methods. This course contains the concept of determining problem statements, reviewing the literature, using methods, compiling results, discussions, conclusions, and suggestions, all in all, developing scientific research proposals.</p> <p>Practice: looking for problems related to public relations; creating proposal research draft by making introductory chapters, literature review chapters, subject chapters, research objects, methodologies, and research instruments.</p>	
<b>K10D1009 Publisitas/<i>Publicity</i> 3 (1-2)</b>	<b>SPBC</b>
<p>This course aims to provide knowledge and skills to students in understanding, function, foundation, and working space for publicity; PR release definition and function; PR release type and creation; publicity and legal aspects; types of social events and social events planning techniques; publicity photos as supporting PR programs activities; newsletter as PR media; Publicity campaign; talk shows, their uses and how to prepare them; Press conference; planning and preparing convention activities; leaflets as PR media; create tools to support publicity activities (miscellaneous publicity tools).</p> <p>Practice: Students produce publicity tools, such as brochures, banners, news releases, company profiles.</p>	
<b>K10D1006 Media Public Relations/ <i>Public Relations Media</i> 3 (2-1)</b>	<b>SPBC</b>
<p>This course provides students with knowledge of suitable media usage for public relations-related work and the understanding of appropriate media public relations for public relations programs activation. In addition, the use of the PESO concept of media is expected to help students for future exercise at work.</p> <p>Practice: Students practice by implementing the PESO concept of media through developing media outlets for MSME.</p>	
<b>K10D1008 Pengelolaan Merek/<i>Branding</i> 3 (2-1)</b>	<b>SPBC</b>

This course focuses on branding evolution from a communication and public relations perspective, including brand definition, brand development process, type of brand, and brand dimension. Another focus is on relevant theories on brand, brand amplification, brand crisis management, and brand evaluation.	
<b>K10D2008 KKN Integratif/<i>Integrative Community Service Program 4 (0-4)</i></b>	<b>GC</b>
This course explains the meaning, goals, and objectives of actual integrative social work, which also provides how-to: perceive and explore policies of central and regional government; receive knowledge and practical skills of several aspects that support regional development, both physical and non-physical; strengthening methods of observation, identification, problem-solving, and work programs; understand and discuss on work areas and create reporting system	
<b>K10D2014 Humas dalam Manajemen Krisis/<i>Public Relations Crisis Management 3 (2-1)</i></b>	<b>SPBC</b>
This course discusses crisis management strategies in corporations, agencies, and organizations. The discussion covers PR's roles, functions, and duties in corporations, agencies, and organizations. The other concepts in this course include understanding issue management, steps, circle/issue stages, crisis stages, and decision-making in preparing crisis management strategy planning. The discussion process in this course is topic analysis and discussion of materials obtained from references in crisis, issues and reputation management and strategic planning for public relations, and field practice.	
<b>K10D2010 Marketing Humas/<i>Marketing Public Relations 3 (2-1)</i></b>	<b>SPBC</b>
This course provides an understanding of marketing; the history of the development of public relations marketing; an understanding of public relations marketing; the contribution of public relations marketing to the development of the company; the mission of public relations marketing activities; public relations marketing strategy; Marketing Public Relations planning; Marketing Public Relations and product life's cycle; Marketing Public Relations special events; Marketing Public Relations targets; the future of the Marketing Public Relations.	
<b>K10D2019 Metode Penelitian Humas Kualitatif/<i>Qualitative Public Relations Research Method 3 (2-1)</i></b>	<b>SPBC</b>
This course aims to provide scientific research knowledge and improve students' skills in making scientific research in qualitative methods. This course contains the concept of determining problem statements, reviewing the literature, using methods, compiling results, discussions, conclusions, and suggestions, all in all, developing scientific research proposals.  Practice: looking for problems related to public relations; creating proposal research draft by making introductory chapters, literature review chapters, subject chapters, research objects, methodologies, and research instruments.	
<b>K10D2013 Riset Media/<i>Media Research</i></b>	<b>SPBC</b>
This course discusses on how to do media research in public relations perspective. This course includes how to do media monitoring from news media, and social media; text	

analysis (quantitative and qualitative); Semiotic Analysis, Discourse Analysis, Framing Analysis; Digital Maturity (PAPA concept) for digital media analysis.	
<b>K10D2013 Opini Publik/<i>Public Opinion</i> 3 (2-1)</b>	<b>SPBC</b>
This course aims to provide the nature of public opinion strategies and understanding; insight of public opinion; the process of forming a public opinion; the benefits, objectives, nature, and types of public opinion; the principles of public opinion; the public opinion policy process and the measurement and competence of public opinion.	
<b>K10D1011 Hubungan Industrial/<i>Industrial Relations</i> 3 (2-1)</b>	<b>SPBC</b>
This course offers knowledge on fundamental concepts of industrial relations and the relevance with Public Relations; The scope of industrial relations; History of industrial development in developed and developing countries; Process of industrial relations; Theories in the context of industrial relations; Regulations/Law on industrial relations; Topics of field studies; Dynamics of the organization of employers, workers or laborers; Mechanisms for wages, safety, and social security.	
<b>K10D2018 Periklanan/<i>Advertising</i> 3 (1-2)</b>	<b>SPBC</b>
This course discusses advertising as a method of communication, the position of advertising in the business world; the meaning and importance of advertising; selection of advertising media; compose creative messages in advertisements; advertising organization; code of ethics and advertising procedures in Indonesia as well as creating scenarios, storyboards and producing a commercial advertising product for television or youtube as well as presentation of the results of advertising production.  Practice: developing a prototype of commercial product advertisement for television media or youtube by observing the applicable rules and code of ethics and advertising procedures in Indonesia.	
<b>K10D2005 Kreativitas Humas/<i>Creativity in Public Relations</i> 3 (2-1)</b>	<b>SPBC</b>
This course establishes students' understanding of creative and strategic thinking as the basis for public relations line of thought.	
<b>K10D2015 Humas dan Perubahan Sosial/<i>Public Relations and Social Change</i> 3 (2-1)</b>	<b>SPBC</b>
This course teaches about the development of public relations, which is reviewed sociologically, covering three major materials consisting of various sociological concepts and perspectives, theories, and research on mass communication and mass media in terms of socio-political and economic aspects of society.	
<b>K10D1013 Komunikasi Bisnis/<i>Business Communication</i> 3 (2-1)</b>	<b>SPBC</b>
This course discusses understanding the foundations of business communication, implementing three stages of business writing processes, digital, social, and visual media in	

business, short business messages, business reports, and proposals, delivering and developing business presentations, writing job application messages, and job interviews.	
<b>K10D2016 Manajemen Produksi Media Humas/<i>Public Relations Media Production Management 3 (1-2)</i></b>	<b>SPBC</b>
<p>This course aims to provide students with knowledge and skills ranging from theory and philosophy of public relations that require public relations publications such as house journals (bulletins, company magazines, newspapers, corporate tabloids, wall newspapers, newsletters, electronic papers); Copyright; the practice of making public relations publications.</p> <p>This course also introduces Electronic Media commonly optimized for PR activities and teaches students knowledge and skills regarding the production of electronic PR media. The electronic media in this course is radio, television, and online media.</p> <p>Practice: Students carry out a fact-finding activity before developing proposals for public relations publications, creating logos and house journal names; gathering news on the field; house journal scriptwriting; editing process; printing process and workshops on house journal products. Designing and producing content for electronic media and online PR media at the Integrated Public Relations Laboratory.</p>	
<b>K10D2010 Humas Politik / Political Public Relations 3 (2-1)</b>	<b>SPBC</b>
<p>This course explores a comprehensive range of themes within Political Public Relations, beginning with an overview of the foundational concepts and the mapping of Political PR as a field of study. It examines the interconnections between political communication, political PR, and political science to establish a clear theoretical grounding. Students will engage with the definition and scope of Political PR, followed by an exploration of its role in managing news and media visibility. The course also delves into Political PR practices in election campaigns, highlighting strategies for message development, audience targeting, and image management. Issue management within political contexts is discussed to understand how political actors identify, monitor, and respond to emerging public issues. The relationship between Political PR and political marketing is introduced to demonstrate how branding and persuasion strategies operate in political environments. Learners will analyze framing techniques and spin doctoring as tools for shaping public perception, as well as the role of PR in political crisis communication. The course further covers relationship management within Political PR, focusing on stakeholders such as constituents, media, government officials, and political organizations. Government communication is examined through a Political PR lens to assess transparency, legitimacy building, and public engagement. At a broader level, the course addresses global Political PR and public diplomacy, emphasizing nation branding and international communication strategies. Finally, students will explore digital Political PR, investigating how digital platforms, data analytics, and online publics transform political communication in the contemporary era.</p>	
<b>K10D2019 Corporate Social Responsibility 3 (2-1)</b>	<b>SPBC</b>
<p>After taking this course, students are expected to be able to understand the concept and practice of community development relations, approach strategies in community development, selection of activities for community development, relationships with communities around the company, and empowering communities around the company in socio-economic and cultural aspects, a form of responsibility by corporate socially.</p> <p>Practice: Research and audience analysis.</p>	

<b>K10D2010 Komunikasi Politik / Political Communication 3 (1-2)</b>	<b>SPBC</b>
This course explores the dynamics of political communication by examining key theories, the political process, and the roles of various actors involved in shaping messages and public opinion. It covers strategic approaches to political communication across both digital and traditional media platforms, emphasizing how media influences public perceptions and political decision-making. The course also addresses ethical and legal considerations in political communication practice, and highlights the importance of media relations and issue management in maintaining credibility and stability within the political communication landscape.	
<b>K10D1014 Komunikasi dan Budaya Perusahaan/Corporate Communication and Culture 3 (2-1)</b>	<b>SPBC</b>
Communication and Corporate Culture is a course that discusses aspects of communication, formal and informal communication structures and systems, communication channels and flows, interpersonal and group communication strategies, and discusses the concepts and dynamics of organizational culture.	
<b>K10D1012 Hubungan Investor/Investor Relations 3 (2-1)</b>	<b>SPBC</b>
The investor relations and finance course discuss the description, the concept of investor relations, the role and function of investor relations, and understanding the concept of public companies and financial reports.	
<b>K10D1020 Humas Pemerintahan/Government Public Relations 3 (3-0)</b>	<b>SPBC</b>
After taking this course, students are expected to be able to understand the duties, principles, and functions of government public relations; the scope of government public relations information; cyber city information; government policy campaigns; public information services; international government public relations activities; socialization of development by the government; efforts to raise awareness of community participation on the existing government; social marketing.	
<b>K10D2022 Strategi dan Taktik PR/Public Relations Strategy and Tactic 3 (2-1)</b>	<b>SPBC</b>
This course aims to explain the public relations planning strategy, which consists of 9 stages divided into four phases: Formative Research, Strategy, Tactic, and Evaluation phases. Public Relations planning strategies ideally become perspectives and patterns for students in compiling, developing, and carrying out Public Relations activities. The Public Relations strategy and tactics course develop competencies for students in the field of Public Relations, including students being able to analyze and interpret problems that develop within the organization and outside the organization that affect the reputation of the organization, products/brands, and actors/figures, students can design /plan, implement and evaluate public relations activities. In addition, students in this course would be able to practice working as a team in managing Public Relations activities.	
<b>K10D2009 Manajemen Reputasi/Reputation Management 3 (2-1)</b>	<b>SPBC</b>
This course provides a basic understanding of the concept of reputation, the ability to analyze processes and elements of reputation formation, reputation building factors,	

reputation theory framework, the reputation of an organization/company, develop strategies to build & manage the reputation of an organization/company, evaluate and critique case studies of reputation implementation and handling of reputation crisis in an organization/company.	
<b>K10D2038 Kebijakan Publik/<i>Public Policy</i> 3 (2-1)</b>	<b>SPBC</b>
This course offers a conceptual and practical understanding of how public policy is formulated, implemented, and evaluated, with a strong focus on the strategic role of communication in ensuring policy effectiveness. Students will explore key policy theories, decision-making processes, actor mapping, and the development of policy briefs, alongside core areas of political communication such as media roles, public opinion dynamics, and digital and conventional communication strategies. Ethical and legal frameworks, as well as media relations and political issue management, are emphasized to equip students with analytical and strategic skills relevant to organizational and public communication in the digital era.	
<b>K10D2039 Hubungan Pemerintah/<i>Government Relations</i> 3 (2-1)</b>	<b>SPBC</b>
This course provides students with the knowledge and skills needed to build and sustain strategic relationships between corporations and government stakeholders. Through a corporate public relations perspective, students learn how to manage communication with government actors using lobbying, policy advocacy, public campaigns, and digital media strategies to influence public policy. The course also examines crisis communication involving government institutions, along with principles of transparency, accountability, and ethics in corporate–government interactions. By mapping public issues, understanding the political landscape, and designing effective communication strategies, students develop practical competencies essential for navigating social, political, and economic contexts in government relations.	
<b>K10D2020 Seminar/<i>Seminar</i> 2 (0-2)</b>	<b>SPBC</b>
This course covers the research proposal draft development to prepare students for their final thesis. This course mainly focuses on comprehensive group discussion on the research problem, methodology, sample, and respondents/informants. At the end of the course, it is hoped that students will be able to carry on the proposal into their final thesis.	
<b>K10D1021 Kapita Selekt/<i>Capita Selecta</i> 3 (2-1)</b>	<b>SPBC</b>
The course discusses selected topics about contemporary communication phenomena, be it about form, context, setting, or even new concepts in communication. This course also emphasizes how current phenomena are relevant to public relations so that students can develop their critical thinking in developing their thoughts about the world of communication in general and the world of public relations in particular.	
<b>K10D1021 Job Training 2 (0-2)</b>	<b>GC</b>
This course provides the opportunity for the students to apply theories into practice in a working environment of the public relations field. In addition, they can practice their communication skills and team interaction in an actual working situation. It is also expected that students would be able to compile and submit reports on their job training work results and present the report in an examination session.	

<b>UNX10810 Skripsi/Tugas Akhir/Undergraduate Thesis/ Final Assignment 6 (0-6)</b>	<b>SPBRC</b>
The undergraduate thesis is the last academic stage for undergraduate students. Students will report their research and thesis writing activities to their thesis supervisor, which will guide them on how the thesis should be written and what kind of data or content should be written in it. At the end of the course, students will go through the final thesis examination, which includes three examiners added to two existing supervisors to examine the undergraduate thesis.	