

Semester	Credits/SKS	Subject	Subject Overview
3	3	Public Relations Strategic Planning I: Internal & External Communication	To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice with internal & external communication
3	3	Event Management	The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events in P.R.
3	3	Integrated Marketing Communication I : Content Marketing	Integrated Marketing Communication (IMC) I : Marketing Communication Content, was designed to expand the understanding of the overall communication mix, focus on the content of its promotional materials. The sessions also emphasize the importance of Segmentation, Target Market in the form of customers, shareholders, employees and the various grouping of the general publics. IMC is to ensure that the intended content of the message reaches and is accepted by the target public in a most efficient way.
3	3	Consumer Behavior	This course discusses consumer behavior that enables students to understand and predict consumer behavior in the market. This is not only related to what consumers buy, but what, why, when, and where, and how often they buy it. The subject matter includes consumer behavior models, segmentation, consumer characteristics, factors that influence consumer behavior and the consumer decision-making process.
3	3	International Organization	International Organization has become the main term in the emergence of world politics since World War II. The establishment of the League of Nations, which had transformed into the United Nations shows that international issues mattered to institutions globally. It is well stated that the International Organization plays a prominent role in the international system. Recently, the advance of technology, innovation, and information drives the tremendous changes of international organizations. Various types of ideology, complex social problems in every country, and too many anxious societies force the civil society to create their own term of international organization indirectly. How do the IMF, World Bank, United Nations, European Union, and other international organizations affect current affairs and problems? Why is social media the most popular alternative to communicate with them? Are modernized communication tools impacting the future of International Organization?
5	3	Corporate Social Responsibility & Community Relations	The course is designed to provide an introduction to the principles of Public Relations issues and crisis management. A conceptual framework will be developed through definitions, models, case studies and how to handle issues and crisis. The student will learn a number of scenarios illustrating different crises, through practices of legal issues involved, the crisis management planning process and handling a crisis. This includes setting up a press centre, managing the media, crisis contingency plan and keeping the employees informed with the emergency service of study.
5	3	Crisis Communication Tactics: Handling Issues & Trends in PR	A PR Practitioners need to understand and be able to deal with and invented the tools of Corporate Social Responsibility in a modern business environment. Because Corporate Social Responsibility is one of the key aspect a domestic or multinational corporation and is actually specified by Indonesian law (Otoritas Jasa Keuangan) for limited liability companies.

Semester	Credits/SKS	Subject	Subject Overview
5	3	Diplomacy & Conflict Resolution I : Theoretical Approach	This course will examine the basic concepts and practices of alternative forms of conflict resolution such as negotiation, mediation, facilitation and conciliation. It will focus on various levels of conflict resolution practice including inter-personal, inter-communal, and international. The purpose of the course is to investigate the impact of globalization in international relations, the way in which the conduct of diplomacy is affected as well as the effect on international conflicts, their conduct, management or resolution and upon the actors involved.
5	3	Directing I : Theatre and Film	A studio course providing training in the foundations of directing by applying the various directorial theories, forms of plays analysis and types of staging of particular scripts. It would include a series of practical workshop and seminar sessions concerned with different aspects of the role of the director particularly in relation to the actor and to dramatic text. Areas of content include improvisation, reading the text and performance theory
5	3	Audio Visual & Sound Production	An introduction to the concepts and techniques in the creation and production of motion design. The course will cover the kinds of motion design, concept and story board and computer generation of motion design sequences including the basic audio production for simple audio footage.