

ADVERTISING

Batch XII

Semester I

No	Subjects	Credit
1	Introduction to Public Relations	3
2	Introduction to Marketing	3
3	Introduction to Advertising	3
4	Communication Theory	3
5	Intro. to Communication Science	3
6	General English I	3
7	Logics & Science of Philosophy	3
8	Indonesian State Philosophy	2
Total		23

Semester III

No	Subjects	Credit
1.	Introduction to Sociology	3
2	Basic Design & Life Drawing	2
3	Cultural Anthropology	3
4	Indonesian Economic System	3
5	Desktop Publishing	2
6	Communication Persuasion	3
7	Indonesian Political System	3
8	Religious Instruction	2
9	English Communication I	2
Total		23

Semester V

No	Subjects	Credit
1.	Method. Of Communication Research I (Quantitative)	3
2.	Dev. Of Communication Technology	3
3.	Indonesian Legal System	3
4.	Ethics & Communication Philosophy	3
5.	Indonesian Communication System	3
6.	Professional Studies	3
7.	Intercultural Communication	3
Total		21

Semester VII

No	Subjects	Credit
1.	Seminar of Research Proposal	3
2	Internship in Communication	3
Total		6

Semester II

No	Subjects	Credit
1	The Role of Public Relations	3
2	International Marketing	3
3	Advertising Media Planning	3
4	Business Administration	3
5	Intro to Mass Communication	3
6	General English II	3
7	Computer Workshop	3
8	National Heroism	2
Total		23

Semester IV

No	Subjects	Credit
1	Creative Advertising	3
2	Advertising Management	3
3	Psychology of Communication	3
4	Introduction to Statistic	2
5	Photographic Communication	3
6	Political Advertising Campaign	3
7	Organizational Communications	3
8	English Communication II	2
Total		22

Semester VI

No	Subjects	Credit
1.	Method. Of Communication Research II (Qualitative)	3
2.	Television Commercial Radio Commercial	3
3.	Media & Entertainment	3
4.	Integrated Marketing Communication	3
5.	Multimedia Design	3
6.	Activities/Festival on Creative Advertising	3
7.	Public Speaking & Presentation Skills	3
Total		21

Semester VI

No	Subjects	Credit
1.	Thesis	6
Total		6

Sem I	= 23
Sem II	= 23
Sem III	= 23
Sem IV	= 22
Sem V	= 21
Sem VI	= 21
Sem VII	= 6
Sem VIII	= 6
Total	145