

MARKETING

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.	Marketing Communications	3
2	Indonesian Economic System	3
3	Communication Persuasion	3
4	Desktop Publishing	2
5	Cultural Anthropology	3
6	Professional Studies	3
7	English Communication I	2
8	Marketing Planning & Control	3
Total		22

Semester V

No	Subjects	Credit
1.	Management Strategies	2
2	Indonesian Political System	3
3	Team & Project Management	2
4	Intercultural Communication	3
5	Dev. Of Communication Technology	3
6	Method. Of Communication Research I (Quantitative)	3
7	Selling & Sales Management	2
8	Indonesian Legal System	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	Management & Accounting	2
2	Retail Management	3
3	Introduction to Sociology	3
4	Psychology of Communication	3
5	Introduction to Statistic	2
6	Ind. Communication System	3
7	Organizational Communication	3
8	Religious Instructions	2
9	English Communication II	2
Total		23

Semester VI

No	Subjects	Credit
1	Customer Relationship Management	3
2	Kapita Selekt Marketing	3
3	Entrepreneurship Projects	3
4	Ethics & Communication Philosophy	3
5	Information Technology for Marketing	3
6	Method. Of Communication Research II (Qualitative)	3
7	Business & Professional Speaking	3
Total		21

Semester VI

No	Subjects	Credit
1	Thesis	6
Total		6

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