

# PUBLIC RELATIONS

## 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 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 III

No	Subjects	Credit
1	Management & Accounting	2
2	Indonesian Economic System	3
3	Introduction to Statistic	2
4	Introduction to Sociology	3
5	Photographic Communication	3
6	PR Strategies & Tactics	3
7	Psychology of Communication	3
8	Religious instruction	2
9	English Communication I	2
Total		23

### Semester IV

No	Subjects	Credit
1	Public Relations & Publicity	3
2	Cultural Anthropology	3
3	Media Relations	3
4	Professional Studies	3
5	English Communication II	2
6	Desktop Publishing	2
7	Communication Persuasion	3
8	Method. Of Communication Research I (Quantitative)	3
Total		22

### Semester V

No	Subjects	Credit
1	Techniques Protocol & MC	3
2	Indonesian Political System	3
3	Writing for Public Relations	3
4	Print Media Production Workshop	3
5	Organizational Communication	3
6	Indonesian Legal System	3
7	Method. Of Communication Research II (Qualitative)	3
Total		21

### Semester VI

No	Subjects	Credit
1	Intercultural Communication	3
2	Development of Communication Technology	3
3	Public Relations Programme	3
4	Public Speaking & Presentation Skills	3
5	Political Communication	3
6	Indonesian Comm. System	3
7	Ethics & Communication Philosophy	3
Total		21

### Semester VII

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

### 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
<b>Total</b>	<b>145</b>