

CURRICULUM POSTGRADUATE PROGRAMME
The LONDON SCHOOL OF PUBLIC RELATIONS - JAKARTA
Program: Professional

CONCENTRATION: CORPORATE COMMUNICATION

No.	Subject	Credit
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1st Semester - COMPULSORY SUBJECT (all concentrations)

1	Advanced Communication Theory	4
2	Manging Information - leading to Cambridge International Examinations	6
3	Strategic Issue Management	6

2nd Semester - CORE SUBJECTS

1	International Public Relations (Theory, Research and Practice)	4
2	Principles of Corporate Communication	4
3	Media Handling	4

3rd Semester = CORE SUBJECTS

1	Ethics of Public Relations	4
2	Integrated Marketing Communication	4
3	Thesis	8

Total Credit	44
Total Number of Subjects	9

CURRICULUM POSTGRADUATE PROGRAMME
The LONDON SCHOOL OF PUBLIC RELATIONS -JAKARTA
Program: Professional

CONCENTRATION: MASS COMMUNICATION

No.	Subject	Credit
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1 st Semester - COMPULSORY SUBJECT (all concentrations)		
1	Advanced Communication Theory	4
2	Manging Information - leading to Cambridge International Examinations	6
3	Strategic Issue Management	6

2 nd Semester - CORE SUBJECTS		
1	The Management of Mass Media	4
2	Principles of Communication Persuasion	4
3	Communication and Media Research	4

3 rd Semester = CORE SUBJECTS		
1	Media Law and Ethics	4
2	MEDIAtion	4
3	Thesis	8

Total Credit		44
Total Number of Subjects		9

CURRICULUM POSTGRADUATE PROGRAMME
The LONDON SCHOOL OF PUBLIC RELATIONS -JAKARTA
Program: Professional

CONCENTRATION: JOURNALISM AND MEDIA STUDIES

No.	Subject	Credit
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1 st Semester - COMPULSORY SUBJECT (all concentrations)		
1	Advanced Communication Theory	4
2	Manging Information - leading to Cambridge International Examinations	6
3	Strategic Issue Management	6

2 nd Semester - CORE SUBJECTS		
1	Print Journalism	4
2	Radio & Television Journalism	4
3	Communication and Media Research	4

3 rd Semester = CORE SUBJECTS		
1	News Room Management	4
2	Media Law and Ethics	4
3	Thesis	8

Total Credit		44
Total Number of Subjects		9

CURRICULUM POSTGRADUATE PROGRAMME
The LONDON SCHOOL OF PUBLIC RELATIONS -JAKARTA
Program: Professional

CONCENTRATION: MARKETING COMMUNICATION

No.	Subject	Credit
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1 st Semester - COMPULSORY SUBJECT (all concentrations)		
1	Advanced Communication Theory	4
2	Manging Information - leading to Cambridge International Examinations	6
3	Strategic Issue Management	6

2 nd Semester - CORE SUBJECTS		
1	Marketing Communication Research	4
2	Customer Relations Management	4
3	Marketing Communication Strategies: Branding and Consumer Behavior	4

3 rd Semester = CORE SUBJECTS		
1	Managing the Market	4
2	Business Ethics	4
3	Thesis	8

Total Credit		44
Total Number of Subjects		9