



SUBJECT PLAN FORM

Name :
Student ID No. (NIM) :
Batch :
Schedule : Weekend / Weekday

Programme : Pre Master / Professional / Online
Major :
Academic Year : 20 / 20
Semester : 1 / 2 / 3 / 4 / 5 / 6

ACADEMIC SUBJECT

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	COM921	Advanced Communication Theory	4			
2	COM941	Methodology of Communication Research	4			
3	COM924	Seminar & Colloquium	2			

INTERNATIONAL SUBJECT

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MGT702	Strategic Issues Management	6			
2	MGT704	Issue & Risk Management*	6			
3	MGT705	Social & Online Media Strategies	6			
4	MKT946	Digital Marketing Strategies*	6			
5	IR407	Challenges to Maritime Sustainable Development	6			

STRATEGIC PR MANAGEMENT: CORPORATE COMMUNICATION

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MGT706	Principles & Ethics of Business Communication	4			
2	PR814	Strategic Planning & Digital Public Relations	4			
3	PR810	Investor Relations	4			
4	PR807	Crisis Communication	4			
5	PR809	Corporate Social Responsibility	4			

STRATEGIC PR MANAGEMENT- GOVERNMENT PUBLIC RELATIONS

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MGT706	Principles & Ethics of Business Communication	4			
2	PR811	Government and Governance PR	4			
3	COM926	Political Communication In The Digital Age	4			
4	PR807	Crisis Communication	4			
5	PR812	Stakeholder Relations	4			

MARKETING COMMUNICATION MANAGEMENT

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MKT909	Digital Consumer Behavior	4			
2	MKT908	Strategic Branding Communication	4			
3	MKT904	Integrated Marketing Communication	4			
4	MKT945	Managing Marketing Communication	4			
5	MKT906	Strategic Marketing Communication	4			

INTERNATIONAL COMMUNICATION MANAGEMENT

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	IR406	International Business Communication in the Digital Age	4			
2	IR402	Regional Studies	4			
3	MAS935	Business of Media in the Digital Era	4			
4	IR409	Persuasion & Advocacy	4			
5	IR408	Intercultural Business Communication	4			

MEDIA MANAGEMENT & DIGITAL COMMUNICATION

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MAS935	Business of Media in the Digital Era	4			
2	MAS936	Digital & Media Management	4			
3	MAS937	Media Planning Program	4			
4	MAS938	Political Economy of Mass Media	4			
5	MAS939	Understanding Media Audience	4			

BUSINESS & COMMUNICATION MANAGEMENT

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	MGT706	Principles & Ethics of Business Communication	4			
2	IR406	International Business Communication in the Digital Age	4			
3	MGT707	Financial Communication in Business	4			
4	MGT708	Leadership & Innovation Management	4			
5	MGT709	Technology & Business Sustainability	4			

THESIS / NON THESIS

No	Code of Subject	Description of Subject	Unit	Day	Time	(x) Check
1	TA004	Thesis/ Non Thesis	8			

TOTAL CREDIT	
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* E-learning subject (without international exam)

Signed by :**Checked and Approved :**

Student	Accounting Departement	Academic Departement	MIS Departement
Date:	Date:	Date:	Date:

white: Student

yellow: Accounting Dept

red: Academic Dept

blue: MIS Dept

Cn.acdpgp/f-spf/03/ikb/03/2020/00