



COURSES TAKEN IN COMMUNICATION

Academic Year 2018/2019

CENTER OF EXCELLENCE IN TEACHING

Welcome to President University, where tomorrow's leaders come together. You will be entering dynamic university environments where international students make up over 10% of the student population so your experience will be truly international. You will be able to learn and share not only with your Indonesia peers but also those from other countries.

Our strong industry and professional partnership – with more than 1700 multinational companies from 30 countries [USA, Canada, UK, Germany, France, The Netherlands, China, Korea, Japan, Taiwan, Malaysia, Singapore, Australia] at JABABEKA INDUSTRIAL ESTATE, will ensure our graduates will leave with the skills and knowledge employment value most. The following is the key and brief courses will be taken for each study program.

COURSE GUIDELINE

CONCENTRATION IN PUBLIC RELATIONS

1. PR Strategy and Tactic
2. Public Relations Writing
3. Integrated Marketing Communication
4. Advanced Public Relations
5. PR Research and evaluation
6. Organizational Communication
7. Public Relation Production

CONCENTRATION IN JOURNALISM

1. Broadcast News 1
2. Communications Law
3. Broadcast News 2
4. Broadcast News 3
5. Convergence Reporting
6. Convergence Editing & Producing
7. Reporting, Editing & Marketing Converged Media

CONCENTRATION IN FILM AND TELEVISION

1. Film and TV Production
2. Scenario
3. Directing
4. Advance Camera
5. Editing
6. Research for Film and Television
7. Production Design

ELECTIVE COURSES

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| 1. Photography Journalism | 9. Ethnography for Communications |
| 2. Creative Thinking | 10. Global Communications |
| 3. Public Speaking | 11. Health Communications |
| 4. Theories of Film and Cultural Studies | 12. Social ads Development Communications |
| 5. History and Film Aesthetics | 13. Still Live Photography |
| 6. Organizational Behavior | 14. Forensic Communications |
| 7. Sound and Visual Semiotics | 15. Investigative Reporting |
| 8. TV Programing | |

