

STUDY PROGRAM INFORMATION

A.	Name of Study Program	:	Communication Science															
	Level of Study	:	Bachelor's Degree															
	Faculty	:	Social and Political Sciences															
B.	Vision	:	Becoming an internationally competitive study program in advancing knowledge and professional skills in the field of communication, based on Islamic values															
C.	Graduate Learning Outcomes	:	<p>As Communication Practitioners</p> <ol style="list-style-type: none"> 1. Being able to work independently as entrepreneurs in the field of creative communication 2. Being able to work professionally with creative communication competencies in private companies, state-owned enterprises, government institutions, and other organizations <p>As Communication Scholars</p> <ol style="list-style-type: none"> 1. Being able to pursue careers in the field of communication education 2. Being able to work in communication research and development 3. Being able to work as analysts and consultants in the field of communication 															
D.	Learning Outcomes	:	<ol style="list-style-type: none"> 1. Upholding the value of humanity in implementing duties based on religion, morals and ethics 2. Demonstrating responsibility towards work in their area of expertise independently 3. Implementing systematic, critical and creative thinking in the development and implementation of the art, science and practice of communication 4. Making appropriate decisions based on data in solving communication problems 5. Conducting independent and creative learning in Communication Science and Communication Professionals 6. Studying the implications of applying science and communication technologies in the form of final tasks (thesis writing) 7. Developing concepts and implementing public speaking activities to support the communication profession. 8. Writing and publishing research to support the communications profession 9. Designing and producing Public Relations, Journalism, and Audio-Visual Communication works 10. Mastering the basic concepts and skills in the field of communication (writing, photography, computer graphics, shooting, editing, public relations, journalism and audio-visual communication) 															
E.	Courses	:	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: center;">Credits</th> </tr> </thead> <tbody> <tr> <td colspan="2">Semester I</td> </tr> <tr> <td>1. Basics of Journalism</td> <td style="text-align: center;">3</td> </tr> <tr> <td>2. Basics of Audio-Visual Communication</td> <td style="text-align: center;">3</td> </tr> <tr> <td>3. Basics of Public Relations</td> <td style="text-align: center;">3</td> </tr> <tr> <td>4. Faith and Humanity</td> <td style="text-align: center;">1</td> </tr> <tr> <td>5. Introduction to Communication Science</td> <td style="text-align: center;">3</td> </tr> </tbody> </table>			Credits	Semester I		1. Basics of Journalism	3	2. Basics of Audio-Visual Communication	3	3. Basics of Public Relations	3	4. Faith and Humanity	1	5. Introduction to Communication Science	3
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1. Basics of Journalism	3																	
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3. Basics of Public Relations	3																	
4. Faith and Humanity	1																	
5. Introduction to Communication Science	3																	

		6. Introduction to Sociology and Anthropology	3
		7. Productive Skills of Foreign Languages for Specific Purpose	2
		8. Sustainable Development Insights	1
		Semester II	
		9. Indonesian Language	2
		10. English Proficiency Test Preparation Course	2
		11. Photography	3
		12. Worship and Human Relations	1
		13. Graphic Communication	3
		14. Social Research Methodology – Quantitative	3
		15. Theories of Communication	3
		Compulsory Elective Courses (Specialization)	
		16. Creative Branding	3
		17. Dramaturgy and Cinematography	3
		18. Data Journalism and Documentary	3
		Semester III	
		19. Introduction to Logic	3
		20. Creative Content Management	3
		21. Basics of Shooting and Editing	3
		22. Communication Philosophy	3
		23. Social Research Methodology – Qualitative	3
		24. Pancasila	2
		Major Electives in Creative Audio-Visual	
		25. Creative Writing for Audio Visual	3
		26. Research for Audio Visual	3
		Major Electives in Content Creation and Journalism	
		27. Creative Writing for Journalism	3
		28. Research for Journalism	3
		Major Electives in Public Relations and Creative Branding	
		29. Creative Writing for Public Relations and Branding	3
		30. Research for Public Relations and Branding	3
		Semester IV	
		31. Intercultural Communication	3
		32. Communication in Islamic Perspectives	3
		33. Communication Research Methodology	3
		34. Public Speaking, Lobby & Negotiation	3
		35. Social Media Management	3
		36. Civics	2
		Major Electives in Creative Audio-Visual	
		37. Practicum AV 1: Audio Visual Content Production	5
		Major Electives in Content Creation and Journalism	
		38. Practicum JR1: Digital Media Planning	5
		Major Electives in Public Relations and Creative Branding	

			39. Practicum PR1: Public Relations Strategic Planning	5
			Semester V	
			40. Academic Writing	3
			41. Creative Industry and Publishing Management	3
			42. Integrated Marketing Communication	3
			43. Muhammadiyah Studies	1
			44. Political Communication	3
			45. Social Psychology	3
			Major Electives in Creative Audio-Visual	
			46. Practicum AV 2: Cinematography Production	5
			Major Electives in Content Creation and Journalism	
			47. Practicum JR2: Creative Content & Journalism Production	5
			Major Electives in Public Relations and Creative Branding	
			48. Practicum PR2: Public Relations Media Content Production	5
			Semester VI	
			49. Law and Communication Ethics	3
			50. Islam, Science and Technology	1
			51. Advertising	3
			52. Seminar Proposal	3
			53. Media Technology	3
			54. <i>Da'wah</i> Strategies	3
			Major Electives in Creative Audio-Visual	
			55. Practicum AV 3: Content Provider & Publisher	5
			Major Electives in Content Creation & Journalism	
			56. Practicum JR3: Digital Media Optimization	5
			Major Electives in Public Relations and Creative Branding	
			57. Practicum PR3: Brand Activation	5
			Semester VII	
			58. Creativepreneurship	3
			59. Community Service	4
			60. Traditional and Local Wisdom Communication	3
			Elective Courses	
			61. Prophetic Journalism	3
			62. Digital Literacy	3
			63. Political Marketing	3
			64. Social Marketing	3
			65. Design Thinking	3
			Semester VIII	
			66. Thesis	6
			Total	145
F.	Value Propositions	:	1. Developing graduates with demonstrated competencies in critical thinking, broad perspectives, and professional communication skills, grounded in humanitarian values and capable of generating measurable societal impact	

			<ol style="list-style-type: none">2. Equipping graduates with research competencies in the field of communication that contribute to the advancement of knowledge and the effective resolution of issues in global contexts, supported by an industry-aligned and evidence-based curriculum3. Fostering graduates demonstrating ethical awareness and a philanthropic orientation in communication practices, enabling them to address community needs, empower diverse societies, and contribute to sustainable social development4. Equipping graduates with creative communication competencies that integrate humanitarian values, innovation, and industry-relevant practices, enabling adaptability to the evolving dynamics of the global creative industries5. Facilitating graduates to engage in effective international collaboration in the field of creative communication, demonstrating intercultural competence and producing impactful outcomes in academic, professional, and industrial settings
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