



KURIKULUM MAGISTER ILMU KOMUNIKASI UNIVERSITAS BUDI LUHUR

No	Courses	Concentration			Sem.
		Marketing Communication and Corporate Public Relations	Communication Media Industry	Digital Communication Politic	
A	Mandatory courses				
1	Communication Theories and Perspectives	3	3	3	1
2	Strategic Communication and Social Change	3	3	3	1
3	Communication Research Methods (Quantitative)	3	3	3	1
4	Philosophy of Communication	3	3	3	1
5	Communication Management	3	3	3	2
6	Communication Research Methods (Qualitative)	3	3	3	2
7	Global Communications in the Digital Age	3	3	3	2
8	Organizational Communication and Leadership	3	3	3	2
B	Concentration Courses				
Marketing Communications and Corporate Public Relations					
1	Crisis and Risk Management	3			3
2	Integrated Marketing Practices and Principles	3			3
3	Promotion and Marketing Communication Management	3			3
4	PR Planning and Evaluation Strategy	3			3
5	Research Proposal Seminar	1			3
Communication Media Industry					
1	Digital Media and Communication Technology		3		3
2	Media Industry Management		3		3
3	Global Media and Cultural Industries		3		3
4	Media Studies		3		3
5	Research Proposal Seminar		1		3



Digital Communication Politic					
1	Ethics of Political Communication			3	3
2	Digital Political Organizing and Campaigning			3	3
3	Social Media and Political Communication			3	3
4	Marketing Politics			3	3
5	Research Proposal Seminar			1	3
C	Thesis				
1	Thesis	6	6	6	4
Amount		43	43	43	

Pre-requisite

No	Pre-requisite Courses	Credit
1	Wawasan Budi Luhur	1
2	Statistics Introduction	1
3	Introduction to Communication Studies	1
4	Communication Theory	1