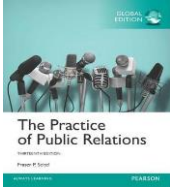

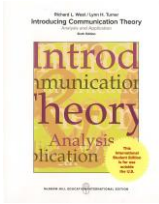
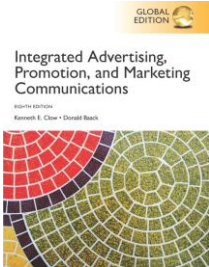
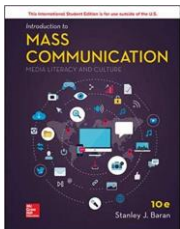

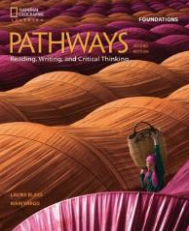



**List of Coursebooks – Bachelor's Degree Programme - 1st Semester
Faculty of Business Administration & Communication, Department of
Communication and Public Relations – 2020/2021**

	Subject	Book	Notes	Notes
	Intro to ICT for Business	TBA		
	Introduction to Public Relation	The practice of public relations, 13e Seitel Pearson ISBN 9781292160054	Available on demand	Adopted since April 2016
	Introduction to Journalism	Writing and reporting news: , 8e Rich Cengage ISBN 9781305077331	Available on demand	Adopted since April 2016
	Communication History & Theory	Introducing communication theory, 6e West McGraw-Hill ISBN 9781259922138	Rp. 570,000	Adopted since September 2010
	Integrated Marketing Communication	Integrated Advertising, Promotion 8e CLOW Pearson ISBN 9781292222691	Rp. 560,000	Adopted since April 2017
	Mass Communication	Introduction to mass communication, 10e Baran McGraw-Hill ISBN 9781260092363	Rp. 530,000	Adopted since September 2010

	Basic & Narrative Writing	Writing for mass media, 8e Stovall Pearson ISBN 9781292040714	Rp. 420,0000	Adopted since September 2010
	English for Global Communication 1	Pathways Listening-Speaking, Reading Writing Online Workbook 2, 2e Chase Cengage ISBN 9781337562805 9781337626989	Rp. 280,000	Adopted since August 2020
	German Language & Culture 1	Berliner platz 1. Neu Lehr- und Arbeitsbuch. Mit 2 CD's Lemcke Langenscheidt ISBN 9783126060257	Rp. 400,000	Adopted since June 2012
Total			Rp. 2,760,000,-	