



CURRICULUM

GLOBAL STRATEGIC COMMUNICATIONS (SINGLE DEGREE)

Academic Year 2020/2021

SEMESTER 1	SKS	ECTS
English 1	2	3
Introduction to PR	4	6
Introduction to Journalism	4	6
Communication History and Theory	3	4
Business Communication	3	4
Analytical & Creative Thinking	3	4
Introduction to ICT for Business	3	4
Total mandatory	22	31
Extracurricular Courses		
German Language and Culture 1	2	0
TOTAL	24	31

SEMESTER 2	SKS	ECTS
Ethic and Religious Philosophy	2	3
English 2	2	3
Principles of Visual Communication Design	3	4
Public Speaking & Presentation Skills	3	4
Photography	3	4
Fundamentals of Marketing Management	4	6
Basic and Narrative Writing	3	4
Total mandatory	20	28
Extracurricular Courses		
German Language and Culture 2	2	0
TOTAL	22	28

SEMESTER 3	SKS	ECTS
Internship 1 (Local)	3	18
Interpersonal Communication	3	4
Organizational Communication	3	4
Advanced Writing for Strategic Communication	3	4
Media Psychology	3	4
Total mandatory	15	34
TOTAL	15	34

SEMESTER 4	SKS	ECTS
Pancasila and Civic	3	4
English 3	2	3
Introduction to Communication Research	3	4
Media Management	3	4
PR Management	3	4
Political Communication	3	4
Mass Communication	3	4
Fundamentals of Digital Marketing	4	6
Total mandatory	24	33
Extracurricular Courses		
German Language and Culture 3	4	0
TOTAL	28	33

SEMESTER 5	SKS	ECTS	SEMESTER 6	SKS	ECTS			
Indonesian Language	2	2	Internship 2 / Solbridge alternative**	6	30			
English 4	2	3						
Event Management	3	4						
Statistics for Communication	3	4						
Business Law	2	3						
Business Creation (Entrepreneurship)	3	4						
Intercultural Communication	3	4						
Elective Course 1	3	4						
Total mandatory	21	28				Total mandatory	6	30
Extracurricular Courses								
German Language and Culture 4	4	0						
TOTAL	25	28	TOTAL	6	30			
ELECTIVE 1								
Digital Content Creation	3	4						
Corporate Social Responsibility	3	4						
Photo Journalism	3	4						
Interviewing Principles and Practices	3	4						
Social Media Marketing	3	4						

SEMESTER 7	SKS	ECTS	SEMESTER 8	SKS	ECTS
English 5	2	3	Professional Competence Assessment	3	4
ICT - Based Human Behavior	3	4	Thesis	6	15
Multimedia Production	3	4	Communication Audit	3	4
Research Methodology	2	3	Character and Professional Development Program (CPDP)	2	3
Strategic Corporate Communication	3	4			
Media Sociology	3	4			
Elective Course 2	3	4			
Elective Course 3	3	4			
Total mandatory	22	30	Total mandatory	14	26
TOTAL	22	30	TOTAL	14	26
ELECTIVE 2					
Reputation Management	3	4			
Lobby and Negotiation	3	4			
Conflict and Crisis Management	3	4			
Digital Media Monitoring	3	4			
ELECTIVE 3					
Digital News Production	3	4			
New Media Research	3	4			
Entertainment Journalism/ Multiplatform	3	4			
News Presenting	3	4			

**Courses to be taken at Solbridge International School of Business – Woosong University (subject to availability):

Easy Korean	3
Thought Leader Workshop	4
Industrial Field Study	4
Global Job Searching Practice	4
E-Marketing	3

Total Compulsory
Total ECTS
SKS
ECTS

: 144 SKS
: 240 ECTS
: Satuan Kredit Semester
: European Credit Transfer System

SWISS GERMAN UNIVERSITY

The Prominence Tower, Jalan Jalur Sutera Barat Kav 15, Alam Sutera, Kota Tangerang, Banten 15143

    @swissgermanuniv

0811 8010 600
marketing hotline **SGJ**

sgu.ac.id