



### NATIONAL CLASS | Academic Year 2025/2026

SEMESTER 1	SKS	SEMESTER 2	SKS
English 1	2	English 2	2
Introduction to Journalism	3	Ethic and Religious Philosophy	2
Introduction to PR	3	Photography	3
Analytical & Creative Thinking	3	Basic and Narrative Writing	3
Communication History and Theory	3	Fundamentals of Marketing Management	4
Business Communication	3	Public Speaking & Presentation Skills	3
Introduction to Digital Media	3	Principles of Visual Communication Design	3
<b>TOTAL</b>	<b>20</b>	<b>TOTAL</b>	<b>20</b>

SEMESTER 3	SKS	SEMESTER 4	SKS
English 3	2	Introduction to Artificial Intelligence	2
Pancasila and Civics	3	PR Management	3
Indonesian Language	2	Media Management	3
Organizational Communication	3	Fundamentals of Digital Marketing	3
Interpersonal Communication	3	Political Communication	3
Creative Writing	4	Mass Communication	3
Introduction to ICT for Business	3	Introduction to Communication Research	3
Elective I	3	Elective II	3
<b>TOTAL MANDATORY</b>	<b>23</b>	<b>TOTAL</b>	<b>23</b>

#### Elective Course I

Digital Photo Journalism	3
Digital Content Creation	3
Audio Effect	3
News Literacy	3

#### Elective II

Social Media Management	3
Techniques of Video Editing	3
Reputation Management	3
Electronic Commerce	3

<b>SEMESTER 5</b>	<b>SKS</b>
Intercultural Communication	3
Social Media Marketing	3
Interviewing Principles and Practices	3
Digital News Production	3
Digital Business Creation (Entrepreneurship)	3
Strategic Corporate Communication	3
Event Management	3
Elective III	3
<b>TOTAL</b>	<b>14</b>

<b>SEMESTER 6</b>	<b>SKS</b>
ICT - Based Human Behavior	3
Media Psychology	3
Multimedia Production	3
Research Methodology	2
Internship	6
<b>TOTAL</b>	<b>17</b>

### Elective III

Digital Media Monitoring	3
News Media Research	3
Entertainment Journalism	3
Audiovisual Production	3

<b>SEMESTER 7</b>	<b>SKS</b>
Statistics for Communication	3
Communication Audit	3
Professional Competence Assessment	3
Character and Professional Development Program (CPDP)	2
Thesis	6
<b>Total Mandatory</b>	<b>17</b>

Subject taken outside of study program 15  
 Subject outside of SGU 10

**Total Compulsory**  
**Total ECTS**  
**SKS**  
**ECTS**

**: 144 SKS**  
**: 204 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

 (+62) 21 2977 9596/7  (+62) 811-8010-600 (Hotline)  @swissgermanuniv  sgu.ac.id