

**Universitas Muhammadiyah Yogyakarta**  
**International Program of Communication Studies (IP-COS) Courses**

SEMESTER 1			
BASIC CONCEPTS AND ETHICS IN COMMUNICATION			
NO	CODE	COURSES	CREDITS
1	MKU-1.1	ISLAMIC STUDIES	2
2	MKU-1.2	CIVIC EDUCATION	2
3	MKU-1.3	PANCASILA EDUCATION	2
4	MKU-1.4	RHETORICAL STUDIES	3
5	MKU-1.5	INTRODUCTION TO COMMUNICATION STUDIES	3
6	MKU-1.6	PSYCHOLOGY OF COMMUNICATION	3
7	MKU-1.7	ENGLISH: WRITING	2
8	MKU-1.8	CREATIVE THINKING	2
9	MKU-1.9	ENTREPRENEURSHIP	2
10	MKU-2.12	MASS COMMUNICATION	3
TOTAL SEMESTER CREDITS			24

SEMESTER 2			
PERSPECTIVE AND CONTEXT IN COMMUNICATION STUDIES			
NO.	CODE	COURSES	CREDITS
1	MKU-2.10	COMMUNICATION THEORY	3
2	MKU-2.11	INTERPERSONAL COMMUNICATION	2
3	MKU-2.13	MULTICULTURAL COMMUNICATION	3
4	MKU-2.14	ORGANIZATIONAL COMMUNICATION	3
5	MKU-2.15	POLITICAL COMMUNICATION	2
6	MKU-2.16	MUHAMMADIYAH STUDIES	2
7	MKU-2.17	ENGLISH: CONVERSATION	2
8	MKU-6.32	INDONESIAN FOR SCIENTIFIC PAPER	3
9	MKU-3.20	INTRODUCTION TO ADVERTISING	2
10	MKU-3.21	INTRODUCTION TO PUBLIC RELATIONS	2
TOTAL SEMESTER CREDITS			24

SEMESTER 3			
TECHNOLOGY AND PROFESSION IN COMMUNICATION			
NO.	CODE	COURSES	CREDITS
1	MKU-3.19	INTRODUCTION TO JOURNALISM AND BROADCASTING	2
2	MKU-3.22	INTRODUCTION TO CINEMATOGRAPHY (PRACTICE)	3
3	MKU-3.23	INFORMATION AND COMMUNICATION TECHNOLOGY	2
4	MKU-3.24	INTRODUCTION TO PHOTOGRAPHY (PRACTICE)	3
5	MKU-3.25	SOCIOLOGY OF COMMUNICATION	3
6	MKU-3.26	CONSUMER BEHAVIOUR	3
7	MKU-3.27	NEGOTIATION TECHNIQUES (PRACTICE)	3
8	MKU-5.30	QUANTITATIVE RESEARCH METHODS FOR COMMUNICATION	4
TOTAL SEMESTER CREDITS			23

SEMESTER 4			
MANAGEMENT IN COMMUNICATION			
NO.	CODE	COURSES	CREDITS
1	MKU-4.28	INTEGRATED MARKETING COMMUNICATION	3

2	MKU-4.29	STRATEGIC MANAGEMENT	2
3	MK-PR-4.1	ISSUES AND CRISIS COMMUNICATION	4
4	MK-PR-4.3	PUBLIC RELATIONS MANAGEMENT	3
5	MK-PR-4.5	EXTERNAL RELATIONS	3
6	MKU-2.18	INTRODUCTION TO MEDIA STUDIES	2
7	MKU-6.31	QUALITATIVE RESEARCH METHODS FOR COMMUNICATION	4
TOTAL SEMESTER CREDITS			21

SEMESTER 5			
COMMUNICATION PROGRAM PLANNING			
<b>NO.</b>	<b>CODE</b>	<b>COURSES</b>	<b>CREDITS</b>
1	MK-PR-5.6	PUBLIC RELATIONS RESEARCH	3
2	MK-PR-5.7	SOCIAL MARKETING	3
3	MK-PR-5.8	CYBER PUBLIC RELATIONS	3
4	MK-PR-5.9	PUBLIC RELATIONS PROFESSIONAL ETHICS	3
5	MK-PR-5.10	CORPORATE SOCIAL RESPONSIBILITY (CSR)	3
6	MK-PR-4.2	CONFLICT MANAGEMENT	3
7	MK-PR-4.4	GOVERNMENT AND PUBLIC AFFAIR	3
TOTAL SEMESTER CREDITS			21

SEMESTER 6			
COMMUNICATION PROGRAM PRODUCTION			
<b>NO.</b>	<b>CODE</b>	<b>COURSES</b>	<b>CREDITS</b>
1	MK-PR-6.12	EVENT MANAGEMENT AND PROTOCOL TECHNIQUES (PRACTICE)	5
2	MK-PR-6.13	PUBLIC RELATIONS WRITING	3
3	MK-PR-6.14	PUBLIC RELATIONS MEDIA PRODUCTION (PRACTICE)	4
4	MK-PR-6.15	PROFESSIONAL IMAGE (PRACTICE)	4
5	MK-PR-5.11	PUBLIC RELATIONS STRATEGIES AND TACTICS (PRACTICE)	4
TOTAL SEMESTER CREDITS			20

SEMESTER 7			
SOLVING COMMUNICATION PROBLEMS IN SOCIETY AND ORGANIZATION			
<b>NO.</b>	<b>CODE</b>	<b>COURSES</b>	<b>CREDITS</b>
1	MKU-7.33	INTERNSHIP	2
2	MKU-7.34	COMMUNITY SERVICE	3
3	MKU-7.35	THESIS	6
TOTAL SEMESTER CREDITS			11

SEMESTER 8			
SCIENTIFIC PAPER IN COMMUNICATION			
<b>NO.</b>	<b>CODE</b>	<b>COURSES</b>	<b>CREDITS</b>
1	MKU-7.35	THESIS	6
TOTAL SEMESTER CREDITS			6

TOTAL ODD SEMESTER CREDITS	79
TOTAL EVEN SEMESTER CREDITS	71
TOTAL CREDITS	150