



**UPH**  
UNIVERSITAS PELITA HARAPAN

Applied Communication Sciences

International Relations

COMMUNICATE WHAT  
YOU MEAN

# **FACULTY OF SOCIAL AND POLITICAL SCIENCES**



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**Prof. Aleksius Jemadu, Ph.D**  
Dean of Faculty of Social and  
Political Science

# MESSAGE FROM THE DEAN

In this era of globalization that is characterized by a rapid progress of information technology, Faculty of Social and Political Science, Universitas Pelita Harapan, is determined to prepare future leaders and professionals. At the moment Faculty of Social and Political Science consists of Applied Communication Sciences, and International Relations study programs.

We are very much aware of the fact that the strengthening of Indonesia's national competitiveness should start from our human resources with the necessary skill and competence in dealing with many social, economic and political issues in society. In order to achieve this objective a good mastery of knowledge is not enough. Higher education should also pay sufficient attention to the character building of the students. Therefore, our curricula for Applied Communication Sciences and International Relations study programs are designed in such a way that we combine substantive knowledge in the respective fields and transferable skills through the teaching of various subjects of liberal arts like critical thinking, leadership and communication skills and character development. Through high quality education we help the students to be not only competent in the field of study but also develop the right kind of attitude towards their profession and other fellow human beings.

In addition to having world class faculty members with extensive experience and knowledge in the fields of Applied Communication Sciences and International Relations, our faculty also develops close cooperation with government institutions and private companies and the media especially within Lippo Group where the students may conduct internship so they will be ready to enter the marketplace.

I would like to welcome all prospective students to be parts of this noble endeavor at UPH as we prepare students to excel in the 21st century.

# APPLIED COMMUNICATION SCIENCES

**Department of Applied Communication Sciences is fully supported by a team of expert lecturers who hold Master and Doctoral degrees from well-known national and international institutions, and are skilled professionals from the mass media as well as from prominent advertising and public relations agencies.**

## **Regular & Full English Program**

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Degree:

**Sarjana Ilmu Komunikasi  
(S.I.Kom)**

## **Public Relations**

Public Relations prepares students to excel professionally in maintaining good organizational image, reputation and to develop good communications and relationship within organizations and with the publics. The curriculum suits industrial needs by offering courses such as PR campaign, Crisis Communication & PR, PR Practice, PR Writing, Consumer Behavior, PR Management, Marketing PR, and PR Research Methodology.

## **Journalism**

Journalism concentration prepares students to work in the Broadcasting Industry, including TV, new media (cyber), radio, and print media. The curriculum includes courses such as News Gathering Techniques, Media Interviewing, Investigative Reporting, TV Production Lab, Radio Production Lab, Photo Journalistic, News Writing & Feature, and Video editing.

## **Integrated Marketing Communication (IMC)**

The focus of Integrated Marketing Communication is the creation, management, and coordination of marketing communication tools. These include advertising, event management, sponsorship, and personal selling that will lead to the development of successful brands in the market. The curriculum includes courses designed to suit industrial needs: Advertising, Media Planning, Integrated Marketing Communication, Marketing, Consumer Behavior, Copywriting Advertising, and Strategic Brand Communication. Graduates can adapt to the needs of the IMC industry, or establish their own businesses, like an advertising agency or a production house, or become an event organizer.



## INTERNATIONAL PARTNERS

### United States

- Biola University
- Corban College
- Concordia University
- Ouchita Baptist University
- Samford University
- Wheaton College

### United Kingdom

- Napier University

### Germany

- Technische Universität Ilmenau
- Rotterdam Business School

### Netherlands

- University of Rotterdam
- HES Amsterdam
- Rotterdam Business School

### Switzerland

- World Trade Institute

### Australia

- La Trobe University
- University of New Castle
- University of Tasmania
- RMIT University

### Singapore

- National University of Singapore

### Indonesia

- Lippo Group
- BeritaSatu Media Holdings

## CAREER OPPORTUNITIES

- Public Relations Executive
- Journalist
- Reporter
- Presenter
- TV Broadcaster
- Radio Broadcaster
- Producer
- Marketing Communication Executive
- Corporate Communication Executive
- Researcher
- Communication Analyst

## LECTURERS AND DISTINGUISHED LECTURERS

- Faculty members with Master and Doctoral degrees from distinguished national and international universities
- Practitioners from respected industries
- Skilled communication professionals: editors, journalist, broadcasters, producers, writers, event organizers, etc.
- Distinguished guest lecturers from various media: RCTI, SCTV, MNC Group, BeritaSatu Media Holdings





# TESTI - MONY



**Elisabeth Rahajeng**

TV Host and Fashion & Lifestyle Blogger

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Broadcast Journalism, 2009

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"Working in fashion magazine and becoming a TV news anchor was my dream before entering university. UPH Applied Communication Sciences, indeed broadened up my media insights. My skills and knowledge have allowed me to readily plunge into the media industry. My dream came true; I'm the first Indonesian TV host in E! News Asia."



**Richie Wirjan**

Founder & Strategy Director at CREDENS

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Integrated Marketing Communication,  
2007

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"Since high school, I knew that I aspired to be a Marketer. I love to speak in public that is why I chose to study Integrated Marketing Communication (IMC). At UPH IMC, I was fully equipped with both theories and practices. In fact, UPH graduates are trusted in the creative and marketing industry."

# APPLIED COMMUNICATION SCIENCES COURSE OFFERINGS

- Public Speaking
- Psychology of Communication
- Communication Theory
- Mass Communication
- Multimedia and Desktop Publishing
- Online Journalism
- Organizational Communication
- Media Management
- Media, Culture & Society
- Business Communication
- International Communication
- Interpersonal Communication
- Liberal Arts
- Public Relations Practicum
- Marketing Public Relations
- Communication Strategy for Corporation



CHINA

# INTERNATIONAL RELATIONS

**UPH Department of International Relations is the first of its kind in Indonesia. The curriculum encompasses not only the traditional studies of power politics but also the multi-disciplinary nature of globalized world that includes economics, global business, transnational investment, and international political economy. Students will also learn about diplomacy, giving them the ability to negotiate, argue, and persuade.**

## **Regular & Full English Program**

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Degree:

**Sarjana Ilmu Sosial (S.Sos)**

## **Asean & Southeast Asian Studies**

UPH International Relations Department is the first undergraduate program that offers ASEAN/Southeast Asian Studies in Indonesia. Southeast Asia is considered to be one of the most diverse and dynamic region in the world. In this concentration, students will have the opportunity to learn not only about ASEAN as a prominent organization in the region but, most importantly the students will learn about the relations and characteristics of each members states. Students will learn about the region's history, contemporary issues, economic integration, Southeast Asia relations with the Great Powers and also relevant International Relations concepts/theories that comprehensively explain the importance of the region as an international actor. The graduates of the ASEAN studies concentration are expected to be able to apply the International Relations concepts, while at the same time also having a strong knowledge and understanding about the region's significance in the global stage.

## **International Trade**

The International Relations with International Trade emphasis is one of its kind in Indonesia. This concentration prepares students to work in the environment where knowledge of International Trade Theories and Policies and International Finance are valued. Also it introduces students to one kind mode of entry of international trade, i.e. export management.

## **Corporations and International Security**

The role of non-state actors especially Multinational Corporations or MNCs today has been widely recognized as an important factor in determining the dynamics of global political economy. The operations of MNCs worldwide and their interactions with other international actors like international organizations, NGOs, governments, local communities have important consequences in the constitution of key global issues like security, justice, human rights, intra-state and inter-state conflict and gender equality. Therefore, the main concern of this concentration is the study of the operations of MNCs and their security implications especially in developing world.

## CAREER OPPORTUNITIES

- Foreign Trade Specialist in Multinational Corporations
- Export Import Professionals in MNCs
- Professionals of International Organizations and NGOs
- Professionals in the Ministry of Trade and Ministry of Foreign Affairs
- Embassy Professionals
- Analyst and Researcher
- Diplomat
- Investment Coordination Agency or Badan Koordinasi Penanaman Modal (BKPM)
- Local government bureaucracies
- Political and Security Analysts for Foreign Investor

## LECTURERS

- Faculty members with Master, Doctoral, as well as Professor degrees from national and international universities
- Indonesia Governmental organizations executives
- International Non-Governmental organizations executives
- Respected scholars from various national and international think-tanks
- Activists from various national community organizations



# TESTI - MONY



**Calvin Khoe**  
Resident Researcher - Foreign Policy  
Community of Indonesia (FPCI)

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International Relations, 2014

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"International Relations (IR) UPH meets my needs for a career in state and non-government organizations. There are three things from IR UPH that have shaped me today. First, IR UPH has an international class which improves and upgrades the quality of my English language ability. Second, it gives me a room to grow and create, through many activities; from competition, conference, to form an organization. Third, 5 semesters of South East Asia study about the regional approach makes me understand and master the area. This concentration method cannot be found in other universities. As a campus, UPH also has a program that supports self-improvement which encourages students to be actively involved. All this leads me to my current position."

## INTERNATIONAL RELATIONS COURSE OFFERINGS

- Principles of Management
- International Political Economy
- International Law
- Social Research Methods
- International Economics
- International Trade
- International Marketing
- International Organization
- International Trade Law
- International Relations Theory
- Diplomacy
- Foreign Policies of Southeast Asia Countries
- Contemporary Politics of Southeast Asia
- Asian and Great Powers
- Region Concentration Electives
- Foreign Language Electives
- Liberal Arts

# SHARED FACILITIES



TV Production Lab



Radio Production Lab



Computer Lab & Language Lab



TV and Radio Editing Lab



**TV and Radio Practicum Lab**



**Public Relations Practicum Class**



**Photography Lab**



**Public Relations Lab**

SCAN HERE FOR



UPH 360°  
VIRTUAL  
TOUR

## UNDERGRADUATE ADMISSION CENTER

### LIPPO VILLAGE CAMPUS

Building D, 1st Floor

Jl. M. H. Thamrin Boulevard 1100, Lippo Village  
Tangerang 15811, Indonesia

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**Fax:** +62 21 5421 3298



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