



LONDON SCHOOL
of Public Relations
eLearning
GRADUATE SCHOOL of COMMUNICATION

TAKING LEARNING BEYOND BORDERS
LSPR ASEAN GLOBAL CAMPUS

Undergraduate (S1) e-Learning Programme

Concentration Options:

Public Relations

Marketing Communication



WHAT IS UNDERGRADUATE (S1) E-LEARNING PROGRAMME?

This programme is designed by LSPR – Jakarta for those who seek to have a degree in communications with a flexible and convenient means of learning.

With the use of our Learning Management System available online, this allows students to choose when and where the students want to study. They are able to manage their time optimally along with other work or activities they need to partake.

WHAT ARE THE BENEFITS?

- ⊙ **Lecturers are experienced in the field of communications.**
- ⊙ **Tutoring and mentoring sessions available**
- ⊙ **Learning methods are combined theory and applied practical work**
- ⊙ **Able to study anytime and anywhere**
- ⊙ **An international curriculum from the best communication school in Indonesia**
- ⊙ **Learning hours are flexible and can be managed by students themselves**
- ⊙ **Extra Sessions with lecturers shall be scheduled with the academic based on availability.**

Programme Specifics

- Qualification Status : Undergraduate Programme (S 1)
- Study Programme : Communication
- Concentrations : Public Relations & Marketing Communication
- Total Credits : 145 Credits
- Total Semesters : ± 8 Semesters
- Medium of Language : Bahasa and English
- Curriculum Syllabus : 60% International Curriculum
40% National Curriculum
- Learning Methods : 100% Online Study

Study Scheme in e-Learning Programme

Meet	D	O	T	O	T	O	D	MID	O	T	O	T	O	D	R	FIN
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

D = study with the lecturer via online module

O = online learning

T = study with the tutor via online module

R = rest week

- Each course consists of 16 sessions with no offline sessions in campus
- Students can access online courses via our Learning Management System (LMS) powered by Haruka Edu
- The LMS is available online for 24 hours / 7 days a week
- For each online session, students have 7 days to take and complete learning materials for the week

powered by :



Admission and Enrollment Procedures



Required Documents

- 3 copies of High School certificate (STTB/ High school diploma equivalent) legalized by the school principal.
- 1 copy of National Examination Result (SKHUN) legalized by the school principal.
- 1 legalized letter from the office of Ministry of Education for overseas graduates or International school.
- 4 copies of latest photograph (3x4) color (not school uniform).
- 1 photocopy of your Personal Identity Card / Passport.
- CV / Resume
- 1 copy of employment certificate
- 1 copy of academic transcript (for transfer student only)
- Proof of payment

LSPR Bali
Jl. Raya Puputan Renon No. 140
Denpasar, Bali 80239

phone. 0855-1838-806
0855-1838-807
0361-478-2227
mail. lsprbali@lspr.edu

LSPR Jakarta
Campus B, Sudirman Park Campus
Jl. K.H. Mas Mansyur Kav. 35,
Jakarta Pusat 10220, Indonesia

phone. 0815 1470 9740
(021) 5795 06 96
mail. e.learning@lspr.edu

lspr.edu/el



Concentration & Subject Public Relations

SEMESTER 1	
SUBJECTS	Credits
Introduction to Public Relations	3
Introduction to Marketing Communication	3
Introduction to Advertising	3
Intro to Film Studies & Broadcast	3
Intro. to Communication Science	3
General English I	2
Intro to International Relations	3
Intro to Performing Arts Communications	3
TOTAL	23

SEMESTER 2	
SUBJECTS	Credits
Intro to Hospitality Communication	3
Intro to Entrepreneur Skill	3
Business Ethics & Administration	3
Communication Theories	3
Logic & Science of Philosophy	3
General English II	2
Computer Workshop	2
Indonesian State Philosophy	2
National Heroism*	2
TOTAL	23

SEMESTER 3	
SUBJECTS	Credits
Creative Public Relations & Publicity	3
Writing for Public Relations	3
Etiquette and Protocol	3
The Role of Public Relations	3
Introduction to Statistic	3
Photographic Communication	3
Religious Instruction	2
English Communication I	2
TOTAL	22

SEMESTER 4	
SUBJECTS	Credits
Digital & Print Media Production	3
Image And Reputations	3
PR for Creative Industry	2
Costumer Relations Management	2
Sociology & Cultural Anthropology	3
English Communication II	2
Desktop Publishing	2
Basic Management & Accounting	2
M.C.R.I - Quantitative	3
TOTAL	22



Concentration & Subject Public Relations

SEMESTER 5	
SUBJECTS	Credits
Digital Public Relations	3
PR Issues and Crisis Handling	3
Public Relations Program & Evaluation	2
Public Speaking & Presentation Skills	3
Organizational Communication	3
Indonesian Legal System	2
M.C.R. II - Qualitative	3
Communication Persuasive	3
TOTAL	22

SEMESTER 6	
SUBJECTS	Credits
Corporate Social Responsibility	3
Trend and Issues Public Relations	2
PR Showcase	2
Public Relations Ethics	2
Psychology of Communication	3
Indonesian Comm. System	3
Intercultural Communication	2
Scientific Writing Method	2
Mandarin Studies	2
TOTAL	21

SEMESTER 7	
SUBJECTS	Credits
Seminar of Research Proposal	3
Internship in Communication	3
TOTAL	6

SEMESTER 8	
SUBJECTS	Credits
Thesis / Non Thesis	6



Concentration & Subject Marketing Communication

SEMESTER 1	
SUBJECTS	Credits
Introduction to Public Relations	3
Introduction to Marketing Communication	3
Introduction to Advertising	3
Intro to Film Studies & Broadcast Journalism	3
Intro. to Communication Science	3
General English I	3
Intro to International Relations	3
Intro to Performing Arts Communications	3
TOTAL	23

SEMESTER 2	
SUBJECTS	Credits
Intro to Hospitality Communications	3
Intro to Entrepreneurship Skills	3
Business Ethics & Administration	3
Communication Theories	3
Logics & Science of Philosophy	3
General English II	3
Computer Workshop	2
Indonesian State Philosophy	2
National Heroism*	2
TOTAL	23

SEMESTER 3	
SUBJECTS	Credits
Consumer Behaviors	3
International Marketing	3
Digital Marketing Comm	3
Bussines and Professional Speaking	3
Desktop Publishing	2
Sociology& Cultural Anthropology	3
English Communication I	2
Introduction to Statistic	3
TOTAL	22

SEMESTER 4	
SUBJECTS	Credits
Marketing Management	2
Social Marketing Communication	2
Marcomm Research & Analysis	3
E - commerce Strategies	3
Basic Management &Accounting	2
Creative Content in Marketing	2
Religious Instructions	2
English Communication II	2
Indonesian Economic System	3
TOTAL	21



Concentration & Subject Marketing Communication

SEMESTER 5	
SUBJECTS	Credits
Customer Relations Management	3
Managing Events	2
Financial Technology	3
Mandarin Studies	2
M.C.R. II - Qualitative	3
Intercultural Communication	3
Ethics & Communication Philosophy	3
Ind. Communication System	3
TOTAL	22

SEMESTER 6	
SUBJECTS	Credits
Strategic Branding	3
Marketing Public Relations	2
Public Speaking and Presentation Skill	3
Marketing Communication Showcase	3
Scientific Writing Method	2
Psychology of Communication	3
M.C.R. I - Quantitative	3
Organizational Communication	3
TOTAL	22

SEMESTER 7	
SUBJECTS	Credits
Seminar of Research Proposal	3
Internship in Communication	3
TOTAL	6

SEMESTER 8	
SUBJECTS	Credits
Thesis / Non Thesis	6
TOTAL	6