

CURRICULUM S1 BRANDING



**UNIVERSITAS
PRASETIYA MULYA**

BSD CAMPUS

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Semester 1

No	Course Title	SKS
1	Business Communication 1	2
2	Reading & Writing	2
3	Introductory Economics	3
4	Consumer Behavior	3
5	Civics Education	2
6	Introduction to Business & Management	3
7	Business Mathematics	3
8	Personal Development	2
	Total	20

Semester 2

No	Course Title	SKS
1	Business Communication 2	2
2	Civilization of Pluralism	2
3	Microeconomics	3
4	Consumer Insight	3
5	Introductory Financial Accounting	3
6	Introductory Statistics	3
7	Design Thinking	2
8	Community Delopment 1	2
	Total	20

Semester 3

No	Course Title	SKS
1	Macroeconomics	3
2	Product Development & Service Innovation	3
3	Introductory Managerial Accounting	3
4	Leadership	3
5	Marketing Research	3
6	Information & Communication Technology	2
7	Consumer Journey	3
	Total	20

Semester 4

No	Course Title	SKS
1	Financial Management	3
2	Human Resource Management	3
3	Marketing Management	3
4	Operations Management	3
5	Service Marketing	3
6	Religious Studies	2
7	Lifestyle Industry	3
	Total	20

Semester 5

No	Course Title	SKS
1	Service Management	3
2	Digital Marketing	3
3	Integrated Marketing Communication	3
4	Sales Management	3
5	Brand Management	3
6	Leisure Industry	2
7	Data Analysis	2
	Total	19

Semester 6

No	Course Title	SKS
1	IELTS Proficiency Preparation 1	2
2	Marketing Strategy	3
3	Relationship Marketing	2
4	Community Development 2	4
5	Event Marketing	3
6	Elective Courses	6
	Total	20

Semester 7

No	Course Title	SKS
1	Strategic Management	3
2	Community Marketing	2
3	Business Law and Ethics	2
4	Experiential Branding	3
5	IELTS Proficiency Preparation 1	2
6	Elective Courses	6
7	Elective Courses (Final Project)	3
	Total	21

Semester 8

No	Course Title	SKS
1	Final Project	6
	Total	6

Total Credit = 146

Elective Courses (Final Project)

Project Improvement	3
Advance Research Method in Marketing	3

Elective Courses

Branding Strategis Elective	Prerequisite
Brand, Culture & Society	Brand Management
Branding Design	Brand Management
B2B Branding	Brand Management
Internal Branding	Brand Management
Destination Branding	Brand Management
Personal Branding	Brand Management
Real Estate Branding	Brand Management
Luxurious Product Branding	Brand Management
Sport and Outdoor Activities Branding	Brand Management
Advertising	IMC
Public Relations & CSR	IMC
Distribution Strategy	IMC
Trade & Consumer Promotion	IMC
Health & Wellbeing Industry	Brand Management

Big Data Elective	Prerequisite
Managing Big Data	Data Analysis

Digital Marketing Elective	Prerequisite
E-Interactivity and Social Media	Digital Marketing

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