	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE** **BACHELOR PROGRAM OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CDU/ COMMUNICATION SCIENCE /S1/1531111/2023

COURSE UNIT DESCRIPTION (CUD)

COURSE UNIT (CU) & CODE: Excursion Studies (1531111)	**COURSE UNIT CLUSTER (CUC):** university compulsory subject	**ECTS CREDITS ALLOCATED:** T =- P = 1.6	**SEMESTER:** 6 st
LANGUAGE OF INSTRUCTION: Bahasa Indonesia	**COURSE UNIT TYPE:** Compulsory	**DATE CREATED:** 1/10/2023	**Level of course unit (according to EQF):** Level 6 First Cycle Bachelor

AUTHORIZED	**LECTURER OF CUD CREATOR:**	**CUC COORDINATOR:**	**COORDINATOR STUDY PROGRAM:**  Arif Wibawa, M.Si.

Learning Outcome (LO) CPL	**Program Learning Outcome in Course Unit (PLO-CU) (CPL MATA KULIAH YANG ADA DI RPS INI SESUAI YANG DICENTANG)**	
	A2	Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila
	K2	Students are able to explain the fields, characteristics, arrangements, and methods of communication as a basis for carrying out tasks at the level of communication praxis
	GS3	Able to produce quality independent and group performance according to communication standards and ethics
	SS1	Demonstrate persuasive, informative, and transformative communication messages across various media platforms to support a career in the field of communication (LO10).

Course Description

Excursion Study is a course designed to provide students with practical experience in the field of communication. This course aims to enhance students' understanding of theoretical knowledge by immersing them in real-life situations. Through a series of field visits and interactions with industry professionals, students will gain insights into the practical applications of communication theories.

Course Objectives

By the end of this course, students will be able to:

Understand the importance of practical experience in the field of communication.
Apply theoretical knowledge to real-life scenarios.
Develop effective communication and interpersonal skills.
Analyze and evaluate communication strategies used by industry professionals.
Demonstrate professionalism and adaptability in various communication settings.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Critically analyze and evaluate communication strategies used by industry professionals.
Apply theoretical knowledge to solve practical communication problems.
Demonstrate effective communication and interpersonal skills in various settings.
Prepare and present professional reports based on field observations.
Collaborate effectively as a team member during field visits.

Course Materials Required Readings

Berger, A. A. (2014). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
DeFleur, M. L., & Ball-Rokeach, S. J. (1989). Theories of mass communication. Longman.
McQuail, D. (2010). McQuail's mass communication theory. Sage Publications.

Recommended Readings

Littlejohn, S. W., & Foss, K. A. (2017). Theories of human communication. Waveland Press.
Rogers, E. M. (2003). Diffusion of innovations. Simon and Schuster.
Hall, S. (1980). Encoding/decoding. Media and cultural studies: Keyworks, 166-176.

Course Structure

This course will be structured as a combination of lectures, field visits, group discussions, and individual assignments. The breakdown of topics and activities for each week is as follows:

Week 1: Introduction to Excursion Study

- Course introduction and overview
- Importance of practical experience in communication
- Discussion on learning objectives and outcomes

- Assignments:
- Introduce yourself on the course discussion forum

Week 2: Communication Theories and Field Applications

- Overview of communication theories
- Application of theories in real-life scenarios
- Field visit: Media organization
- Assignments:
- Write a reflective journal on the field visit experience

Week 3: Qualitative Research Methods in Communication

- Introduction to qualitative research methods
- Ethnography and participant observation
- Field visit: Cultural event
- Assignments:
- Conduct a mini-ethnography and present findings

Week 4: Quantitative Research Methods in Communication

- Introduction to quantitative research methods
- Surveys and statistical analysis
- Field visit: Public opinion research agency
- Assignments:
- Design and administer a survey on a chosen topic **Week 5: Mass Communication Theories**
- Overview of mass communication theories
- Effects of media on society
- Field visit: Television station
- Assignments:
- Analyze a television program from a theoretical perspective

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Week 6: Interpersonal Communication and Public Relations

- The role of interpersonal communication in public relations
- Building and maintaining relationships
- Field visit: Public relations agency
- Assignments:
- Develop a communication plan for a fictional client **Week 7: Group Communication and Teamwork**
- Dynamics of group communication
- Effective teamwork in communication projects

- Field visit: Advertising agency
- Assignments:
- Participate in a group project and present outcomes

Week 8: Intercultural Communication and Diversity

- Understanding cultural differences in communication
- Managing diversity in communication contexts
- Field visit: Cultural center
- Assignments:
- Write a reflection paper on intercultural communication experiences **Week 9: Crisis Communication and Media Relations**
- Strategies for crisis communication
- Media relations and handling press conferences
- Field visit: Crisis communication center
- Role-play a crisis communication scenario

Week 10: Digital Communication and Social Media

- Impact of digital communication on society
- Effective use of social media in communication campaigns
- Field visit: Digital marketing agency
- Assignments:
- Create a social media campaign for a chosen organization

Week 11: Ethics and Professionalism in Communication

- Ethical considerations in communication practices
- Professionalism and code of conduct
- Field visit: Non-profit organization
- Assignments:
- Analyze ethical dilemmas in communication case studies **Week 12: Presentations and Reporting**
- Effective presentation skills
- Report writing and professional documentation
- Field visit: Research institution
- Assignments:
- Present a field visit report to the class

Weeks 13-16: Final Project

work in groups to plan and execute a communication project in a real-life setting.

- Final project presentations will be conducted during the last week of the course.

Grading and Assessment

- Class Participation: 10%
- Assignments and Reflections: 40%
- Field Visit Reports: 20%
- Final Project: 30%

Academic Integrity

All students are expected to adhere to the principles of academic integrity. Plagiarism and cheating in any form will not be tolerated and may result in disciplinary action. Please refer to the university's academic integrity policy for more information.

Accommodation for Students with Disabilities

If you require any accommodations due to a disability, please contact the instructor as soon as possible to discuss your needs. The instructor will work with the university's disability support services to provide appropriate accommodations