

LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	IKB11
Subject Title	:	Community Development in PR & Digital Communication
Subject Specification	:	For students in Public Relations & Digital Communication Major

Subject Overview : This course is design to provide an introduction to the principles of Community Development Program in Public Relations. A conceptual framework will be developed through definitions, models, and the utilization of event preparation. The student will learn how to formulate event below the communication flag. Public Relations is a process that needs a plan, sustain effort with the purposes to establish and maintain good relations and mutual understanding between with the organization and its public. There's plenty of program that we can do and it should be systematically to ensure that the goal is achieved. Community development programs are led by community members at every stage- from deciding on issues to selecting and implementing actions, and evaluation. Community development has an explicit focus on the redistribution of power to address the causes of inequality and disadvantage. Understanding and being involved in the Community Development in PR & Digital Communication as the medium for exhibiting something especially in an attractive or favorable aspect will give the student great experiences on conducting Community Development program in the future. Student must highlight the community development program is not one-off events, consultation to inform goals or strategies, community advisory groups or committees, or leadership training. All these things could be part of a community development strategy but, by themselves, they are not community development. In this subject we will use Nine Stages to Public Relations Planning that will guide student in creating a successful program and handling it properly.

Course Objectives :

1. Demonstrate an understanding of the basic concepts of Community Development
2. Demonstrate the PR program/project systematic and for it run smoothly
3. Demonstrate an understanding about the advantages and disadvantages of many different PR activities and how to maximize while communicating with target audiences.
4. Demonstrate an understanding of timing while utilizing offline and online program as part of communication strategy.

5. Demonstrate an understanding about the indicator of successfully Public Relations program in supporting the comprehensive PR strategy as well as the organization's communication strategy, specialty on community development activities.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis, paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Understanding of the conceptual framework of community development, including definitions, models, and principles.
- Skill : Ability to formulate community development events under the communication flag, demonstrating effective communication and event planning skills.
- Attitude : Able to Commitment to the principles of community development, including the redistribution of power to address inequality and disadvantage.

Course content :

Week	Topic
1	Introduction
2	Introduction Community Development in PR & Digital Communication
3	PR Activities
4	Tools for planning PR Campaigns
5	Research
6	Group discussion
7	Assignment/ Quiz/ Review
8	Individual Learning
9	Coordination
10	Coordination
11	Preparation event
12	Preparation event
13	Evaluation internal: visitor, timeline, budget
14	Evaluation external: media coverage, social media impact
15	Assignment/ Quiz/ Review
16	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3

75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	a. Rules & Regulation in Class b. Overview PR Project	1. Lecturer's presentation 2. Question and answer
2	Introduction Community Development in PR & Digital Communication	a Understanding Issues and Crisis Communication b Principles of Effective Community Development c Strategies for Community Engagement	1. Lecturer's presentation 2. Question and answer
3	PR Activities	a Overview of the role of public relations (PR) in community development. b Importance of community engagement for organizations. c Purpose of PR activities in fostering community development.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Tools for planning PR Campaigns	a. Overview of the session's objectives and the importance of effective	1. Lecturer's presentation 2. Case Study

		planning in PR campaigns. b. Explanation of the role of tools and techniques in facilitating the planning process.	3. Assignment
5	Research	a. Overview of the role of research in PR campaigns. a. Importance of research in informing strategy, targeting audiences, and measuring effectiveness. b. Purpose of research in understanding stakeholders, identifying key messages, and evaluating outcomes.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Group discussion	a. Research Objectives and Questions b. Audience Analysis c. Message Development	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
8	Individual Learning		
9	Coordination	a. Event Planning I	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Coordination	a. Event Planning II	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Preparation event	a. Event Preparation I	1. Lecturer's presentation 2. Class discussion

			3. Question and answer 4. Case Study
12	Preparation event	a. Event Preparation II	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Evaluation internal:	a. Post Event report according visitor, timeline, budget	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
14	Evaluation external:	a. Post Event report according media coverage, social media impact	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
15	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class discussion 3. Practice
16	Final Examination		

Final Paper Guideline : Group Project or Group Presentation

References :

1. Public Relations Campaign: An Integrated Approach. Regina M Luttrell, Luke W Capizzo – SAGE Publications, Inc, 2018.
2. Introduction to Social Work in Canada: Histories, Contexts, and Practises (2nd ed.). Ives, N., Denov, M., & Sussmand, T. Oxford University Press. 2020.
3. The Routledge Handbook of Community Development. Perspectives From Around the Globe. Sue Kenny, Brian McGrath and Rhonda Phillips. 2018.
4. Community Development in Canada. Brown, J. D. & Hannis, D. Pearson. 2012.
5. Planning and Managing Public Relations Campaigns: A Strategic Approach. Anne Gregory. 2015.
6. Community Development for Social Change. Dave Beck and Rod Purcell. Routledge. 2020.
7. Strategi Public Relations. Jim Macnamara, PT Gramedia Pustaka Utama, 2013.
8. Managing and Developing Communities, Festivals and Events. Palgrave Macmillan. UK. 2016.
9. Kiat dan Strategi Kampanye Public Relations. Rosady Ruslan – Rajawali Press, 2008.
10. Corporate Event Management. Wolliam O'Toole & Phyllis Mikolaitis. 2007.
11. Event Management: An Asian Prespective. Glenn McCartney.
12. Community Development in an Uncertain World: Vision, Analysis, and Practice (2nd ed.). Port Melbourne: Cambridge University Press. 2016

13. Developing Communities for the Future (3rd ed.). South Melbourne: Thompson. 2007
14. <https://aifs.gov.au/resources/practice-guides/what-community-development#:~:text=Community%20development%20is%20a%20holistic,values%20community%20knowledge%20and%20wisdom.>
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