

LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC14
Subject Title	:	Creative Production & Publicity
Subject Specification	:	For students in Public Relations & Digital Communication Major

Subject Overview : "Student will understand how to evaluate their programs, like PR professionals and company management should agree on PR goals. To provide student with knowledge on formulating strategies for effective modern day public relations activities of an organization. This subject introduces how Research and Evaluation should be treated as an investment for the survival of an organization. With the development of communication technology PR Practitioners face growing pressure to be more accountable and transparent as demanded by their publics. Specifically, Public relations as an immediate management function can no longer afford to ignore research and evaluation as merely an expense. This Course, will discussing utmost essential need of research and evaluation for an organization. Student will understand how to evaluate their programs, like PR professionals and company management should agree on PR goals. Be able to presenting evaluation program using numbers and percentages, with charts and graphs, can bridge the disconnect between management and PR. Evaluate the program with objectively rather than instinctively or ambiguously."

Course Objectives :

1. Gain an understanding of the principles and processes involved in developing public relations programs
2. Explore various program development models and approaches used in the field of public relations.
3. Understand the importance of evaluation and measurement in assessing the effectiveness of public relations programs.

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 9-stage approach to public relations program development and evaluation as outlined by Ronald D. Smith.

- Skill : Proficiency in applying the 9-stage PR planning model to develop comprehensive and strategic PR programs tailored to organizational objectives and stakeholder needs.
- Attitude : Commitment to ethical and responsible PR practice, including transparency, integrity, and accountability in setting objectives, measuring outcomes, and reporting results.

Course content :

Week	Topic
1	Introduction to PR Program Planning and Evaluation
2	Overview of the 9 Stages of PR Program Development
3	Understanding the Importance of PR Goals and Objectives
4	Conducting Situational Analysis: Gathering Data and Assessing the PR Environment
5	Setting SMART Objectives for PR Programs
6	Audience Segmentation and Targeting in PR Strategy Development
7	Developing Effective PR Strategies and Tactics
8	Individual Learning
9	Selecting Communication Channels and Message Crafting
10	Implementation of PR Programs: Execution and Management
11	Introduction to PR Research Methods and Techniques
12	Planning and Conducting PR Evaluation: Measuring Effectiveness and Impact
13	Using Metrics and Key Performance Indicators (KPIs) in PR Evaluation
14	Presenting Evaluation Findings: Communicating Results to Stakeholders
15	Integrating Research and Evaluation into Ongoing PR Practice
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 to PR Program Planning and Evaluation	a. Definition of PR Program Planning and Evaluation b. Importance of PR Program Planning and Evaluation in Public Relations Practice	1. Lecturer's presentation 2. Question and answer
2	Overview of the 9 Stages of PR Program Development	a Stage 1: Defining the Problem or Opportunity b Stage 2: Planning the Program c Stage 3: Program Execution d Stage 4: Monitoring and Evaluation e Stage 5: Measurement and Evaluation f Stage 6: Program Adjustment g Stage 7: Feedback Loop h Stage 8: Reporting and Documentation	1. Lecturer's presentation 2. Question and answer

		i Stage 9: Program Termination or Continuation	
3	Understanding the Importance of PR Goals and Objectives	- a Definition of PR goals and objectives - b Importance of setting clear and measurable goals in PR program development - c Characteristics of Effective PR Goals and Objectives	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Conducting Situational Analysis: Gathering Data and Assessing the PR Environment	a. Definition of situational analysis and its significance in PR planning and evaluation. b. Overview of the role of situational analysis in understanding the PR environment and informing strategic decision-making.	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Setting SMART Objectives for PR Programs	a. Definition of SMART objectives in the context of PR program development. b. Explanation of the SMART acronym: Specific, Measurable, Achievable, Relevant, Time-bound.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Audience Segmentation and Targeting in PR Strategy Development	a. Definition of audience segmentation and targeting in the context of PR strategy development. b. Explanation of the importance of identifying and understanding target audiences for effective PR programs. c. Overview of how audience segmentation and targeting contribute to the success of PR initiatives.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Developing Effective PR Strategies and Tactics	a. Definition of PR strategies and tactics in the context of PR program development.	2. Lecturer's presentation 3. Class Discussion

		b. Importance of strategic planning in achieving PR objectives and goals.	4. Question and answer 5. Practice
8	Individual Learning		
9	Selecting Communication Channels and Message Crafting	a. Overview of the importance of communication channels and message crafting in PR programs. b. Explanation of how the selection of communication channels and message crafting directly impacts the effectiveness of PR initiatives. c. Understanding Audience Preferences and Behaviors	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Implementation of PR Programs: Execution and Management	a. Definition of Implementation in the context of PR program development b. Importance of effective execution and management for achieving PR objectives c. Overview of the role of implementation in the 9-stage PR planning process	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Introduction to PR Research Methods and Techniques	a. Explanation of the role of research within the 9-stage PR program model developed by Ronald D. Smith. b. Discussion of how research informs each stage of the PR planning and evaluation process, from situational analysis to program implementation and assessment.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Planning and Conducting PR Evaluation: Measuring Effectiveness and Impact	a. Definition and importance of PR evaluation in the context of PR programs b. Overview of the role of evaluation in assessing the effectiveness and impact of PR initiatives	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Using Metrics and Key Performance Indicators	a. Definition of metrics and key performance indicators	1. Lecturer's presentation 2. Class discussion

	(KPIs) in PR Evaluation	(KPIs) in the context of PR evaluation. b. Importance of using metrics and KPIs to measure the effectiveness and impact of PR programs. c. Overview of how metrics and KPIs contribute to data-driven decision-making and accountability in PR practice.	3. Question and answer
14	Presenting Evaluation Findings: Communicating Results to Stakeholders	a. Overview of the importance of presenting evaluation findings in PR programs. b. Explanation of how effective communication of results to stakeholders enhances transparency, accountability, and organizational learning.	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
15	Review, Assignment, Quiz		1. Lecturer's presentation 2. Class discussion 3. Practice
16	Final Examination		

Final Paper Guideline : Group Project or Group Presentation

References

1. Smith, R. D. (2013). Strategic planning for public relations. Routledge.
2. Grunig, J. E., & Grunig, L. A. (2017). Excellence theory in public relations: Past, present, and future. Routledge.
3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). Effective public relations (11th ed.). Pearson.
4. Dozier, D. M., Grunig, L. A., & Grunig, J. E. (2013). Manager's guide to excellence in public relations and communication management. Routledge.
5. Stack, J., & Moreno, A. (2016). Public relations: A strategic communication approach. Cengage Learning.
6. van Ruler, B., & Verčič, D. (2019). Excellence in public relations and communication management: A critical perspective. *Public Relations Review*, 45(3), 477-490. doi:10.1016/j.pubrev.2019.05.008
7. Verhoeven, P., & Tench, R. (2013). The impact of excellence theory on public relations research in Europe: A literature review. *Public Relations Review*, 39(4), 405-412. doi:10.1016/j.pubrev.2013.08.001
8. Duhé, S. C. (2013). Practitioner–scholar relationships: 50 years after excellence. *Public Relations Review*, 39(5), 464-470. doi:10.1016/j.pubrev.2013.08.007

9. Jaques, T., & Snider, K. (2013). What do practitioners think about theory? A study of public relations practitioners' use of theory in campaign planning. *Public Relations Review*, 39(3), 221-227. doi:10.1016/j.pubrev.2013.04.010
 10. Tench, R., & Yeomans, L. (2013). Exploring public relations evaluation: Understanding practice and theory. *International Journal of Strategic Communication*, 7(1), 55-73. doi:10.1080/1553118X.2012.732161
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Prepared by:

Sophia Bernadette, M.Si

Checked by :



Dr. Dendy Muris, M.Si

Head of Communication Science E-Learning
Study Programme

Reviewed by :



Mikhael Yulius Cobis, M.Si, M.M.
Dean of Communication Faculty

Approved by :



Dr. Janette Maria Pinariya
Vice Rector I