



LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC03
Subject Title	:	Strategic and Planning, Internal and External Communication
Subject Specification	:	For students in Public Relations & Digital Communication Major
Subject Overview	:	To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice with internal & external communication
Course Objectives	:	1. General knowledge Public Relations strategic planning theories and some phase public relations process. 2. The important of research and planning public relations and develop the ability to think strategically. 3. How to applying strategic and tactics based on understanding of public relations concept and practices. 4. The organization needs in order to design, implement and manage an effective internal program for campaign and overall organizational communications strategies.
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 : The student work indicates an adequate and good comprehension of strategic-planning PR - Skill : The student ability to apply the concept to the practical environment - Attitude : Ability to show a professional attitude as a professional Public Relations.
Course content	:	

Week	Topic
1	Introduction to Public Relations Strategic and Planning
	Research and Analysis in PR planning process
2	PR Program Planning and Strategy
	Management by Objective (Stage 2)
3	Stake Holder Mapping
	Strategy and Tactic (Stage 4 and 5)
4	Developing Calendar
	Measuring PR Effectiveness
5	Internal Communication
	External Communication
6	Media Relations and Communication
	Final Presentation I - Assignment
7	Final Presentation - Assignment
	Materials Review Final Exam
8	Final Examination

Kommentiert [1]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [2]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [3]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [4]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [5]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [6]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [7]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [8]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

Kommentiert [9]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

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 above mentioned items.

Kommentiert [10]: bobot menyesuaikan sistem term

Scheme of Work

Week	Title/Topic	Area Discussion	Activities
1	Introduction to Public Relations Strategic and Planning	a. Introduction to the Subject b. What is PR c. Definition of PR d. Key Function of PR e. Strategic Planning model	1. Lecturer's presentation 2. Question and answer
	Research and Analysis in PR planning process	a. What is Research? b. PR Research c. Important research in PR d. Type of research in PR e. Qualitative methods f. Quantitative Methods g. Mixed methods h. Formal and Informal Research	
2	PR Program Planning and Strategy	a. The Value of Planning b. The PR Planning Process c. Element of The Program 1. Situation Analysis (already discussed in the research) 2. Objective 3. Audience 4. Strategy 5. Tactic 6. Calendar 7. Budget 8. Evaluation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Management by Objective (Stage 2)	a. What is Management by Objective (MBO) b. The use of MBO c. Planning MBO d. Formulating MBO in PR planning e. Identify PR Objective	
3	Stake Holder Mapping	a. The need of stakeholder mapping b. 4 Steps of Stakeholder mapping c. Stakeholder identification d. Stakeholder Analysis e. Planning and Management f. Stakeholder Engagement g. Effective communication with stakeholder	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Strategy and Tactic (Stage 4 and 5)	a. What is strategy b. What is Tactics	

Kommentiert [11]: Week diubah menjadi 8 week, 1 week 2 sesi, uts dihapus

		c. The flow Message development and story telling d. Steps in formulating the story telling e. Why story telling is important	2. Class discussion 3. Question and answer 4. Case Study
4	Developing Calendar	a. Why developing calendar is important for the planning b. The use of calendar in the planning c. Align calendar with the objective d. Resource allocation	1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
	Measuring PR Effectiveness	- a Purpose of Evaluation - b Key steps and reference points for measuring - c PR program effectiveness	
5	Internal Communication	- a Importance of Internal Communication - b Audience Centric Approach - c Communication Channel	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	External Communication	a. What is external Communication b. Importance of External Communication c. Key Strategies of External Communication d. Principle of External communication e. Audience Segmentation	
6	Media Relations and Communication	a. What is Media Relations b. Key components to consider when understanding media relations	1. Lecturer's presentation 2. Class discussion
	Final Presentation	a. Assignment	
7	Final Presentation II	a. Assignment	1. Lecturer's presentation
	Materials Review Final Exam		

			2. Class discussion
8	Final Examination		

Midterm Paper Guideline : Written Examination

Final Paper Guideline : Group Project or Group Presentation

References :

1. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox and Glen T. Cameron
2. Research Methods in Public Relations and Marketing Communications" by David W. Guth and Charles Marsh
3. Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath
4. Media Relations in a Digital Age" by Dennis L. Wilcox and Lawrence W. Nolte
5. Crisis Communications: The Definitive Guide to Managing the Message" by Steven Fink
6. Effective Internal Communication" by Lyn Smith and Pamela Mounter

Prepared by:

Sylvia A.Roennfeld, M.Si

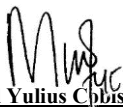
Checked by :



Dr. Dendy Muris, M.Si

Head of Communication Science E-Learning
Study Programme

Reviewed by :



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

Approved by :



Dr. Janette Maria Pinariva
Vice Rector I

Kommentiert [12]: Punten Mas @dendy.m@lspr.edu
Midterm Paper Guideline nya saya hilangkan ya karena tidak
ada Midterm test
Assigned to dendy.m@lspr.edu

Kommentiert [13R12]: Siap pak Yackie

Kommentiert [14]: ttd disesuaikan kaprodi pj

Kommentiert [15]: kaprodi disesuaikan pj