LSPR Institute of Communication & Business The Leading Graduate School of Communication & Business | ASEAN Global Campus **MASTER PROGRAMME**	**INSTITUT KOMUNIKASI DAN BISNIS LSPR** **FAKULTAS PASCASARJANA** **PROGRAM STUDI MAGISTER ILMU KOMUNIKASI**	**CODE** **RPS/PGP/S2/ODD/SPDPR**

SEMESTER LEARNING PLAN					
SUBJECT	**CODE**	**MK Cluster**	**WEIGHT (credits)**	**SEMESTER**	**Date of Compilation**
Strategic Planning and Digital Public Relations	PR8141		3 credits		February 2022
Authority/Approval	**RPS Development Lecturer**		**RMK Coordinator**		**Head of Study Program**
	Sri Rendro Dhani, Ph.D		Dr. Andika Witono, MM		Dr. Andika Wiono, MM
Learning Outcomes	**CPL - Study Program charged to the Constitutional Court**				
	CPL 1 – P2	**CPL 1 – P 2** Understand how to use communication theory to solve problems in society and apply it to professional and individual life. 📌 *Reasoning:* Students will learn PR communication strategies based on theory and practice, to solve strategic communication problems in the digital age.			

	CPL 2 – KU1	**CPL 2 – KU 1** **Developing science and technology in the field of communications and professional practice through research, resulting in innovative and proven work.** 📌 *Reason:* Students are required to develop digital PR strategic planning based on research and the latest communication technology trends. •
	CPL 3 – KU5	**CPL 3 – KU 5** **Able to formulate scientific ideas, thoughts, and arguments responsibly and based on academic ethics, and communicate them through the media to the academic community and the wider public.** 📌 *Reason:* Students are directed to be able to develop communication strategies in the form of proposals, analysis reports, and campaigns based on scientific arguments.
	CPL 4 – KK2	**CPL 4 – KK2** **Producing innovative, applicable, and productive work in the fields of social technology, communication management, and communications-related fields** . *Reason:* This course emphasizes the skills of producing strategic planning based on digital media for the needs of the communications industry.

	CPL 5 – S2	**CPL 5 – S 2** **Demonstrate an attitude that upholds humanitarian values and is responsible for work in their field of expertise independently.** 📌 *Reason:* Students are expected to be able to compile and account for strategic public relations planning with high integrity and professionalism. •

Course Learning Outcomes (CPMK)		
	CPMK 1	**1.** Students are able to understand the concepts, theories, and principles of strategic planning in digital public relations and are able to critically analyze communication challenges in the digital era. (*CPL 1 – P2: Understand communication theory to solve problems in society and apply it professionally.*)
	CPMK 2	**2.** Students are able to design a strategic digital communication plan that is applicable, based on data, audience research, and digital media integration creatively and professionally. (*CPL 2 – KU1 and CPL 4 – KK2: Developing professional practice through research and producing innovative and applicable communication strategies.*)
	CPMK 3	Students demonstrate a responsible, ethical, and collaborative attitude in the digital PR strategy development process and recognize the importance of transparency and sustainability of communication. (*CPL 5 – S2 and CPL 3 – KU5: Demonstrate a professional attitude and be able to convey ideas responsibly in scientific and practical forums.*)

Final Competence of Each Learning Stage (Sub-CPMK)		

	Meeting 1
	Students are able to explain the basic concepts of strategic planning and the important role of public relations (PR) in the context of modern organizations.
	(CPMK 1)
	Meeting 2
	Students are able to understand and identify the components in developing strategic PR planning based on situational and environmental analysis.
	(CPMK 1)
	Meeting 3
	Students are able to use strategic analysis tools (SWOT, PESTEL, and stakeholder analysis) to design PR communication strategies.
	(CPMK 1)
	Meeting 4:
	Students are able to formulate communication objectives, target audiences, and select appropriate PR approaches and strategies in a digital context.
	(CPMK2)
	Meeting 5:
	Students are able to design strategic messages and select effective digital media for PR communications.
	(CPMK2)
	Meeting 6:
	Students are able to develop digital PR implementation tactics (digital storytelling, content planning, influencer engagement, and media relations).
	(CPMK2)

	Meeting 7 Students are able to prepare a budget plan and implementation timeline in a PR strategic planning document. (CPMK2)
	Meeting 8 – Midterm Exam (UTS) Students evaluate a digital-based PR strategic planning case study through structured analysis and group presentations. (CPMK 1 and 2)
	Meeting 9 Students are able to analyze the relationship between PR and brand positioning and the application of digital branding in communication strategies. CPMK3
	Meeting 10: Students are able to develop digital PR performance evaluation indicators (KPIs, engagement, sentiment analysis, media monitoring). (CPMK3)
	Meeting 11: Students are able to integrate new technologies (AI, big data, analytics) into strategic PR planning. (CPMK3)
	Meeting 12 Students are able to analyze the ethics and regulations of digital communication in PR practice. CPMK2
	Meeting 13 Students are able to develop innovative PR campaigns based on digital collaboration, online communities, and multiplatform platforms. CPMK3

Meeting 14:
Students are able to draft a digital PR strategic plan ready for implementation within an organizational context.
(CPMK2)

Meeting 15 – Final Semester Exam (UAS)
Students present their PR digital communication strategies in the form of project presentations and integrated strategic planning reports.
CPMK 3

Correlation of CPL to Sub-CPMK

Sub-CPMK / CPL	P2	KU1	KU5	KK2	S2
Meeting 1	✔				
Meeting 2	✔				
Meeting 3	✔				
Meeting 4		✔		✔	
Meeting 5		✔		✔	
Meeting 6		✔		✔	
Meeting 7		✔		✔	
Meeting 8 (Mid-Term Exam)	✔	✔		✔	
Meeting 9			✔		✔
Meeting 10			✔		✔
Meeting 11			✔		✔
Meeting 12		✔		✔	
Meeting 13			✔		✔
Meeting 14			✔		✔

Meeting 15			✔		✔
Meeting 16 (UAS)	✔	✔	✔	✔	✔

Brief Description of MK	This course examines the concepts and practices of strategic planning in public relations, with a particular emphasis on the use of digital media. Students will learn the process of formulating an integrated communication strategy, from situation analysis and communication objective formulation to stakeholder mapping and digital PR program evaluation. It also examines the transformation of conventional PR into the digital realm, as well as the use of social media platforms, digital content, and data analytics to build image, reputation, and sustainable relationships between an organization and its publics. A practical approach through case studies, simulations, and strategic planning is an integral part of the learning.
Study Material: Learning materials	**Study Material:** **Learning Materials 1. Basic Concepts of Strategic Planning in Public Relations** • Definition and objectives of strategic planning • PR communication strategy formulation process • SWOT analysis and stakeholder mapping in PR **References:** • Book: Smith, RD (2017). *Strategic Planning for Public Relations* (5th ed.). Routledge. • Book: Cutlip, SM, Center, AH, & Broom, GM (2015). *Effective Public Relations* (11th ed.). Pearson. • Journal: Kriyantono, R. (2017). "Public Relations Communication Strategy in Building Organizational Reputation." *Journal of Communication Science* , 14(1), 1–12. (Indonesia) **Learning Material 2. PR Transformation in the Digital Era** • Differences between conventional PR and digital PR • Digital branding and audience interactivity • Technology in reputation management **References:** • Book: Solis, B. (2018). *Lifescale: How to Live a More Creative, Productive, and Happy Life* . Wiley. • Journal: Tench, R., & Jones, B. (2020). "Social Media and Strategic Communication: A Study of European PR Practice."

	Journal of Communication Management , 24(2), 135–150. • Journal: Rosyidi, CN (2019). "Digital PR in Corporate Communication Strategy." *Indonesian Journal of Communication* , 8(2), 103–114. (Indonesia) **Learning Material 3. Digital Crisis and Reputation Management** • Digital media-based crisis communication • Post-crisis reputation recovery strategies • Digital PR case studies in crisis **References:** • Book: Coombs, W.T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (5th ed.). SAGE Publications. • Journal: Jin, Y., & Austin, L. (2020). "Examining Publics' Crisis Responses on Social Media: An Integrated Model of Message Influence." *Public Relations Review* , 46(1), 101–116. • Journal: Putri, D.W. (2021). "Reputation Crisis Management Through Social Media." *Journal of Communication Studies* , 9(1), 47–56. (Indonesian) **Learning Material 4. Evaluation and Analysis of Digital PR Strategy** • Key Performance Indicators (KPIs) in digital PR • Digital PR evaluation tools and platforms • Using data and insights for decision making **References:** • Book: Kent, ML (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World* . Routledge. • Journal: Verčič, D., & Zerfass, A. (2021). "Digital Communication Management." *Public Relations Review* , 47(2), 102–118. • Journal: Yuliana, D., & Fadillah, N. (2022). "The Effectiveness of Digital Media in Improving Corporate Image." *Journal of Professional Communication* , 6(1), 25–37. (Indonesian)
Library	**Main**

Main Library:

1. Smith, R.D. (2017). *Strategic Planning for Public Relations* (5th ed.). Routledge. (Book)
2. Coombs, W.T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (5th ed.). SAGE Publications. (Book)
3. Kent, M.L. (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World* . Routledge. (Book)
4. Verčič, D., & Zerfass, A. (2021). "Digital Communication Management." *Public Relations Review* , 47(2), 102–118. (Journal)
5. Tench, R., & Jones, B. (2020). "Social Media and Strategic Communication." *Journal of Communication Management* , 24(2), 135–150. (Journal)

Supporters

Supporting Library:

1. Kriyantono, R. (2017). "Public Relations Communication Strategy in Building Organizational Reputation." *Journal of Communication Science* , 14(1), 1–12. (Journal)
2. Rosyidi, CN (2019). "Digital PR in Corporate Communication Strategy." *Indonesian Journal of Communication* , 8(2), 103–114. (Journal)
3. Jin, Y., & Austin, L. (2020). "Examining Publics' Crisis Responses on Social Media." *Public Relations Review* , 46(1), 101–116. (Journal)
4. Putri, DW (2021). "Reputation Crisis Management Through Social Media." *Journal of Communication Studies* , 9(1), 47–56. (Journal)
5. Yuliana, D., & Fadillah, N. (2022). "The Effectiveness of Digital Media in Improving Corporate Image." *Journal of Professional Communication* , 6(1), 25–37. (Journal)
6. Solis, B. (2018). *Lifescale: How to Live a More Creative, Productive, and Happy Life* . Wiley. (Book)
7. Cutlip, S. M., Center, A. H., & Broom, G. M. (2015). *Effective Public Relations* (11th ed.). Pearson. (Book)

Instructional Media	Software: Power Point, Google Form. Hardware: Computer, *Infocus, Whiteboard,* Marker.
Supporting lecturer	Sri Rendro Dhani, Ph.D
Course Requirements	

Sunday to-	Final ability of each learning stage (Sub-CPMK)	Evaluation		Form of Learning; Learning Methods; Student Assignments [Estimated Time]		Learning materials	Assessment Weight (%)
		Indicator	Criteria & Techniques	Offline	Online		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**
1	Students are able to understand the basic concepts of strategic planning in digital PR.	Able to explain the role and importance of strategy in digital PR.		Explanation of material (120'), discussion and questions and answers (30')		Books: Smith, R.D. (2017). *Strategic Planning for Public Relations* . Routledge. (Book)	5%
2	Students are able to identify elements of an effective digital communication strategy.	Able to analyze elements of digital PR strategy.		Explanation of material (120'), discussion (30')		Journal: Theunissen, P. & Wan Noordin, WM (2020). *Strategic Communication in the Digital Era* . Journal of	5%

					Communication. (Journal)	
3	Students are able to formulate goals and indicators of digital PR success.	Able to make measurable target-based planning.		Explanation of material (120'), case study (30')		Book: Argenti, PA (2021). *Corporate Communication* . McGraw-Hill. (Book)	5%
4	Students are able to evaluate various digital tools in PR campaigns.	Able to compare digital tools and their use in PR.		Explanation of material (120'), group presentation (30')		Journal: Andriani, D. (2021). *Analysis of Digital PR Strategy in the Creative Industry* . UI Journal of Communication Studies. (Journal)	5%
5	Students are able to design digital communication strategies based on case studies.	Able to design research-based digital communication strategies.		Explanation of material (120'), discussion (30')		Book: Solis, B., & Breakenridge, D. (2018). *Future-Proofing PR* . Wiley. (Book)	5%
6	Students are able to understand digital crisis communication strategies.	Able to identify crisis communication steps in the digital realm.		Explanation of material (120'), simulation (30')		Journal: Coombs, W.T. (2019). *Digital Crisis Communication: Interdisciplinary Challenges* . Public Relations Review. (Journal)	5%

7	Students are able to analyze the application of ethics and regulations in digital PR.	Able to understand the legal and ethical aspects of digital PR.		Explanation of material (120'), questions and answers and discussion (30')		Book: Kent, ML (2022). *The Future of Strategic Communication* . Routledge. (Book)	5%
8	Mid-Semester Exam (UTS)	Evaluation of understanding of digital PR concepts and case studies.		Written exam or case study		Reference to previous material.	10%
9	Students are able to analyze global and local digital campaigns.	Able to compare local and global approaches in digital PR.		Explanation of material (120'), case study (30')		Journal: Valentini, C. (2021). *Global Perspectives in Digital Public Relations* . Journal of Public Relations Research. (Journal)	5%
10	Students are able to design content and narratives for digital campaigns.	Able to write strategic narratives for digital platforms.		Content workshop (120'), peer-review evaluation (30')		Book: Ryan, D. (2016). *Understanding Digital Marketing* . Kogan Page. (Book)	5%
11	Students are able to evaluate the results of data-based digital PR campaigns.	Able to measure campaign effectiveness using digital metrics.		Explanation of material (120'), simulatio		Journal: Zerfass, A., et al. (2020). *Measurement and Evaluation in Strategic*	5%

				n data analysis (30')		Communication . Public Relations Review. (Journal)	
12	Students are able to compile structured digital PR planning reports.	Able to create complete digital PR strategy documents.		Explanation of material (120'), simulation of report preparation (30')		Books: Smith, R.D. (2017). Strategic Planning for Public Relations . Routledge. (Book)	5%
13	Students are able to present the digital PR strategies that have been prepared.	Able to convey strategic ideas systematically and convincingly.		Individual presentation (120'), reflective discussion (30')		Journal: Chari, S. & Chirumalla, K. (2019). Digital Tools in Strategic Communication . Journal of Communication Management. (Journal)	5%
14	Students are able to evaluate the challenges and opportunities of the future of digital PR.	Able to anticipate the dynamics of technology-based strategic communication.		Explanation of material (120'), discussion of future trends (30')		Books: Gregory, A. (2020). Planning and Managing Public Relations Campaigns . Kogan Page. (Book)	5%
15	Final Semester Exam (UAS)	Final evaluation of understanding and		Written exam based on		Reference to previous material.	10%

		application of digital PR strategies.		case study or final project presentation			

Approved, Date: April 25, 2022 **Head of the study program**	Examined, Date: April 25, 2022 **Course Coordination/Field of Expertise**	Created, Date: February 22, 2022 **The lecturer in question**
Dr. Andika Witono, MM (..)	**(…Dr. Andika Witono, MM…………)**	**Sri Rendro Dhani, PhD.** (...)
Check : Quality Assurance Unit (...)		

Notes:

1. Study Program Graduate Learning Outcomes (CPL-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The CPL charged to a course is a number of learning outcomes of study program graduates (CPL-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.

3. Course CP (CPMK) is a capability that is specifically described from the CPL that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CPMK) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play* & *Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and* other equivalent methods.
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CPMK achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CPMK, and the total is 100%.
12. **TM=** Face to Face, **PT=** Structured Assignment , **BM=** Independent Learning.

No	*Forms of Learning Blended Learning (On-Line/E-Learning)*	EL
1	*E-Learning Videos*	EL-1
2	*Discussion at Forum*	EL-2
3	*Video Conference or Webinar (Web Seminar)*	EL-3
4	*E-simulation using software*	EL-4
5	*Vlog Presentation*	EL-5
6	*Writing Paper Online*	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. **Presence.**

This component has a point value of **10%** of the total face-to-face meetings in class.

b. **Task.**

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points** .

c. **UTS (Mid Semester Exam).**

The mid-term exam (UTS) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The UTS can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The UTS grade is weighted at **20%.**

d. **UAS (End of Semester Exam).**

The final exam (UAS) is conducted in the 16th week of the total number of meetings. The UAS assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The UAS can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The UAS grade is weighted at **30%.**

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators

A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
B	75.00 – 79.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments well.
B-	70.00 – 74.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments quite well.
E	≤79,99	This is the achievement of students who do not carry out assignments and do not understand the material at all.