LSPR Institute of Communication & Business — MASTER PROGRAMME	INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI	CODE RPS/PGP/S2/ODD/SCC

SEMESTER LEARNING PLAN		

SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Sustainability of Corporate Communication	PR8092		3 credits		February 2022

Authority/Approval	RPS Development Lecturer	RMK Coordinator	Head of Study Program
	Dr. Janette M. Pinariya	Dr. Andika Witono	Dr. Andika Witono

Learning Outcomes	CPL - Study Program charged to the Constitutional Court		
	CPL 1 – P2	Students are able to develop knowledge and professional practice in the field of sustainability communication through strategic research that produces innovative work and solves problems in society in the field of Communication Science and the Communication industry.
	CPL 2 – KU5	Students are able to make strategic decisions in the development of sustainable corporate communications by considering humanitarian values and ethical, social, and environmental dimensions based on analytical studies of data and information.

	CPL 3 – KK2	Students are able to produce scientific works that reflect a communication perspective and contain benefits for society, industry and the development of communication science.
	CPL 5 – S3	Students are able to contribute to improving the quality of life, society, nation, state and the progress of civilization based on Pancasila.
	Course Learning Outcomes (CPMK)	
	CPMK 1	**Students are able to explain and analyze the basic principles of *sustainability* in the context of corporate communications, including sustainability issues that impact the reputation, legitimacy, and sustainability of an organization.** **Related CPL: P2, S3, KU5**
	CPMK 2	**Students are able to develop a critical perspective on corporate communication practices in responding to social, environmental, and economic challenges, and demonstrate concern for the ethical and social impacts of implemented communication policies.** **Related CPL: KU5, S 3**
	CPMK 3	**Students are able to design sustainable communication strategies based on data analysis and multidisciplinary studies, and are able to evaluate their effectiveness in improving corporate social responsibility and organizational competitiveness.** **Related CPL: P 2 , KK2**
	Final Competence of Each Learning Stage (Sub-CPMK)	

	Meeting 1 Students are able to explain the introduction *to sustainability* and its urgency in corporate communication. **CPMK:** 1 **CPL: P2, S3, KU5** **Meeting 2** Students are able to understand the concept of the triple bottom line (people, planet, profit) and its relationship to corporate communication practices. **CPMK:** 1 **CPL: P2, S3, KU5** **Meeting 3** Students are able to identify global issues that impact corporate communication, such as climate change, social justice, and sustainable consumerism. **CPMK:** 1 **CPL: P2, S3, KU5** **Meeting 4** Students are able to analyze corporate social responsibility (CSR) and how communication can shape public perception of an organization's sustainability commitment. **CPMK:** 2 **CPL: KU5, S3** **Meeting 5** Students are able to evaluate greenwashing practices in corporate communication strategies and their impact on organizational credibility. **CPMK:** 2 **CPL: KU5, S3** **Meeting 6** Students are able to discuss the principles of transparency and accountability in sustainability reporting.

	CPMK: 2 **CPL: KU5, S3** **Meeting 7** Students are able to compare various sustainability reporting standards (GRI, ESG, ISO 26000) and their application in corporate communications. **CPMK:** 1 **CPL: P2, S3, KU5** **Meeting 8 – Mid-Term Exam** Evaluation of students' understanding of the basic concepts of sustainability, triple bottom line, CSR, and communication accountability. **Meeting 9** Students are able to design sustainability-based communication strategies that are adaptive to the needs of internal and external audiences. **CPMK:** 3 **CPL: P2, KK2** **Meeting 10** Students are able to formulate ethical and inclusive strategic messages in the context of corporate sustainability campaigns. **CPMK:** 3 **CPL: P2, KK2** **Meeting 11** Students are able to integrate sustainability values into social media and corporate digital communications. **CPMK:** 3 **CPL: P2, KK2**

	Meeting 12 Students are able to analyze case studies of the success and failure of sustainable communication strategies in global and local companies. **CPMK:** 3 **CPL: P2, KK2** **Meeting 13** Students are able to work collaboratively in teams to develop a sustainability communication strategy framework based on situational analysis. **CPMK:** 2 & 3 **CPL:** S3, KK2 **Meeting 14** Students are able to integrate sustainability principles into long-term corporate communication strategic plans. **CPMK:** 3 **CPL:** KK2, P5 **Meeting 15 – Final Examination** Presentation of sustainability communication strategies and final assessment of overall understanding and application. **CPMK:** 3 **CPL:** P5, KK2, **Meeting 16** Students are able to reflect on the learning process and formulate professional contributions in advancing sustainable communication in the workplace or society.
	Correlation of CPL to Sub-CPMK

CPL / Meeting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
P2	✓	✓	✓					Mid-term exam	✓	✓	✓	✓		✓	✓	Final Exam
KU5	✓	✓	✓	✓	✓	✓										
KK2							✓		✓	✓	✓	✓	✓	✓	✓	
S3	✓	✓	✓	✓	✓	✓							✓		✓	

Brief Description of MK

Sustainability of Corporate Communication course examines the strategic role of corporate communications in realizing organizational sustainability from a social, economic, and environmental perspective. Students will learn how sustainability values are integrated into corporate communication policies, including in building reputation, establishing stakeholder trust, and responding ethically to social and environmental issues. Through theoretical studies and case studies, students will analyze global and local sustainability communication practices and design corporate communication strategies that align with ESG (Environmental, Social, and Governance) principles. This course also emphasizes the importance of transparency, accountability, and cross-sector collaboration in realizing corporate sustainability in the digital era and a society that is increasingly aware of corporate social responsibility.

Study Material:
Learning materials

Learning Study Materials

1. Basic Concepts of Sustainability and Corporate Communication

- Sustainability principles in the context of business and communication
- Social responsibility and corporate citizenship

- The evolution of sustainability communication

Reference:

- **Books:** Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice* (6th ed., Chapter 9: Corporate Social Responsibility, pp. 207–228). SAGE Publications.
- **Journal:** Ihlen, Ø., Bartlett, J. L., & May, S. (2014). "The Handbook of Communication and Corporate Social Responsibility." *Journal of Business Ethics* , 123(4), 619–630.

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2. Sustainability and ESG Communication Strategy

- ESG (Environmental, Social, Governance) value communication
- Developing a credible sustainability message
- Stakeholder communication and sustainability reporting

Reference:

- **Books:** Manetti, G. (2017). *Strategic Corporate Social Responsibility: Tools and Theories for Responsible Management* (Chapter 4: Sustainability Communication, pp. 85–112). Springer.
- **Journal:** De Villiers, C., & Sharma, U. (2020). "A Critical Reflection on the Future of Financial, Intellectual Capital, Sustainability and Integrated Reporting." *Journal of Accounting and Organizational Change* , 16(1), 1–20.

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3. Media and Technology in Sustainability Communication

- Digital storytelling for sustainability
- The role of social media in sustainability reputation

- Use of visuals and data in CSR reporting

Reference:

- **Books:** Kent, M.L. (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World* (Chapter 7: Communicating Sustainability in the Digital Age, pp. 129–150). Routledge.
- **Journal:** Capriotti, P., & Moreno, Á. (2017). "Corporate information on the internet: Development of a model for evaluating online CSR communication." *Prism* , 10(2), 1–14.

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4. Global and Local Issues in Sustainability Communication

- Comparison of global sustainability issues and local context
- Crisis communication and greenwashing
- Culture, ethics and legitimacy in sustainability narratives

Reference:

- **Books:** Morsing, M., & Schultz, M. (2016). *Corporate Social Responsibility Communication: Practices, Theories and Challenges* (Chapter 6: Cross-cultural CSR Communication, pp. 99–123). Cambridge University Press.
- **Journal:** Bebbington, J., Larrinaga, C., & Moneva, J.M. (2014). "Corporate social reporting and reputation risk management." *Accounting, Auditing & Accountability Journal* , 27(1), 79–107.

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5. Designing Sustainability Communication Strategy and Evaluation

- Sustainability communication planning model
- Evaluation of the impact of CSR communication

	● Communication success indicators and audits **Reference:** ● **Books:** Tench, R., & Yeomans, L. (2017). *Exploring Public Relations* (4th ed., Chapter 13: CSR and Community Relations, pp. 265–290). Pearson. ● **Journal:** Brammer, S., & Pavelin, S. (2016). "Corporate Reputation and Social Performance: The Importance of Fit." *Journal of Management Studies* , 53(3), 434–460.
Library	**Main** **Main Library:** 1. Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice* (6th ed.). SAGE Publications. (Book) 2. Manetti, G. (2017). *Strategic Corporate Social Responsibility* . Springer. (Book) 3. Kent, M.L. (2022). *The Future of Strategic Communication* . Routledge. (Book) 4. Morsing, M., & Schultz, M. (2016). *Corporate Social Responsibility Communication* . Cambridge University Press. (Book) 5. Tench, R., & Yeomans, L. (2017). *Exploring Public Relations* (4th ed.). Pearson. (Book) **Supporters**

	Supporting Library: 1. Ihlen, Ø., Bartlett, J. L., & May, S. (2014). "The Handbook of Communication and CSR." *Journal of Business Ethics* , 123(4), 619–630. (Journal) 2. De Villiers, C., & Sharma, U. (2020). "Future of Integrated Reporting." *Journal of Accounting and Organizational Change* , 16(1), 1–20. (Journal) 3. Capriotti, P., & Moreno, Á. (2017). "Online CSR Communication." *Prism* , 10(2), 1–14. (Journal) 4. Bebbington, J., et al. (2014). "CSR and Reputation Risk." *Accounting, Auditing & Accountability Journal* , 27(1), 79–107. (Journal) 5. Brammer, S., & Pavelin, S. (2016). "CSR Fit and Reputation." *Journal of Management Studies* , 53(3), 434–460. (Journal)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, *Infocus, Whiteboard,* Marker.
Supporting lecturer	
Course Requirements	**There isn't any**

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 explain the basic concept of sustainability and its relationship to corporate communications.	Initial quiz & discussion		Interactive lecture (120'), discussion (30')		**Cornelissen, J. (2020).** *Corporate Communication: A Guide to Theory and Practice* (6th ed.), SAGE Publications, Ch. 9, pp. 207–228.	5
2	Students are able to describe the principles and dimensions of sustainability (economic, social, environmental).	Short assignment		Explanation of material (120'), questions and answers (30')		**Ihlen, Ø., Bartlett, J. L., & May, S. (2014).** "Corporate social responsibility and communication." *The Handbook of Communication and CSR* , 3(1), 1–22.	5
3	Students are able to differentiate the corporate citizenship approach and its application in	Reflection essay		Lecture (90'), case study (60')		**Manetti, G. (2017).** *A* Manetti, G. (2017). *Strategic Corporate Social Responsibility* ., Springer, Ch. 2 &	5

	communication strategies.				4, pp. 29–55, 85–112.	
4	Students are able to examine strategic communication for stakeholder involvement in sustainability.	Text analysis		Interactive case study (120'), group discussion (30')	**Brammer, S., & Pavelin, S. (2016).** "Corporate reputation and social performance." *Journal of Management Studies* , 53(3), 434–460.	5
5	Students are able to understand ESG principles and transparency practices in corporate communications.	Group task		Guest lecture & ESG document review (120')	**De Villiers, C., & Sharma, U. (2020).** *Sustainability Accounting and Integrated Reporting* , Routledge, Ch. 6, pp. 98–120.	5
6	Students are able to evaluate greenwashing practices and the importance of ethical sustainability communication.	Guided discussion		Lecture (90'), news analysis & case study (60')	**Bebbington, J., et al. (2014).** "Corporate social reporting and reputation risk." *Accounting, Auditing & Accountability Journal* , 21(3), 337–361.	5

7	Students are able to analyze the use of digital and social media in building a sustainable image.	Media review		Digital discussion (90'), social media practice (60')		**Kent, ML (2022).** *The Future of Strategic Communication* , Routledge, Ch. 6–7, pp. 111–150.	5
8	**UTS – Evaluation of Sustainability Communication Theory and Strategy**	Written exam / case study		Classroom exam (120')		All references weeks 1–7	10
9	Students are able to develop digital storytelling strategies based on sustainability issues.	Narrative assignment		Simulation & digital content creation (120')		**Tench, R., & Yeomans, L. (2017).** *Exploring Public Relations* (4th ed.), Pearson Education, Ch. 13, pp. 261–285.	5
10	Students are able to utilize open access channels for sustainability communication publications.	Online exploration		Article submission practice (90'), discussion (60')		**Suber, P. (2016).** *Open Access* , MIT Press, Ch. 5, pp. 87–102.	5
11	Students are able to manage researchers' digital identities through scientific platforms (ORCID, GS, etc.).	Digital profile		Technical guidance (120')		**Capriotti, P., & Moreno, Á. (2017).** "Corporate information and communication on the internet." *Public Relations*	5

						Review , 43(5), 871–879.	
12	Students are able to evaluate sustainability reporting systems based on international standards.	Report assignment		GRI document study, TCFD (90'), workshop (60')		**Manetti, G. (2017).** *Accounting for Stakeholders* , Springer, Ch. 5 & 7.	5
13	Students are able to develop critical reflection on the social impact of sustainability communication.	Reflective essay		Reflective discussion (90'), lecturer consultation (60')		**Silvia, PJ (2015).** *How to Write a Lot* , APA, Ch. 3, pp. 31–45.	5
14	Students are able to prepare presentations on sustainable communication strategies ethically and applicably.	Presentation draft		Simulation presentation & peer-review (120')		**Lee, C.J., et al. (2017).** "Bias in Peer Review." *JASIST* , 68(1), 4–21.	5
15	**UAS – Presentation of Sustainability Communication Strategy and Reflection**	Final project exam		Final strategy presentation (120')		All references	10
16	Students are able to conclude the academic contributions and	Final reflection		Discussion panel (120')		All references	5

	practices of sustainability communication for the future.					

Approved, Date: April 25, 2022 **Head of the study program**	Examined, Date: April 25, 2022 **Course Coordination/Field of Expertise**	Created, Date: February 20, 2022 **The lecturer in question**
Dr. Andika Witono (...............................)	**Dr. Andika Witono** (…………………)	**Dr. Ni Putu Limarandani** (...)
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. Indicators for assessing abilities in the process and results of student learning are specific and measurable statements that identify the abilities or performance of student learning outcomes 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.