Weekly Discussion

SESI 1

Why is the role of Public Relations from time to time increasingly important ?

SESI 2

Public Relations theories and practices have kept on evolving from era to era. Based on the history of Public Relations, how could you describe the growth of modern PR today and how big is the impact to the society? You can elaborate from different sectors and aspects.

SESI 3

Can you explain an example where credibility can be destroyed so quickly and change the public opinion ?

SESI 4

Why do you think people will respond to emotional appeals ?

SESI 5

Why PR that should be involved since the beginning of the corporate strategic planning process ?

SESI 6

Pls cite an example of an unethical public relations action of a company.

SESI 7

Why are Annual Report and Website important for the company ?

SESI 9

Is it acceptable the practices in which a company to pay transportation costs for journalists who have covered the news for the said company?

SESI 10

Sebutkan 1 contoh kasus penyalahgunaan social media yang berujung pada hukuman pidana di Indonesia

SESI 11

Bagaimana mengukur keberhasilan Government Relations di sebuah perusahaan ?

SESI 12

Sebutkan 1 contoh yang sangat creative dari CSR program di Indonesia.

SESI 13
Mention 1 example of good customer relations programs by a company in Indonesia.

SESI 14
Cite an interesting example from Product Publicity practice that you know about.

SESI 15
Please provide example of crisis communication in Indonesia.