LSPR Institute of Communication & Business Institute

Subject Syllabus

Subject Code : IKB 11

Subject Title : Community Development in Marketing Communication

Subject Specification : For students in Marketing Communication Major

Subject Overview : This course is designed to provide an introduction to the principles of Community Development Program in Marketing Communication. A conceptual framework will be developed through definitions, models, and the utilization of community development project preparation. The student will learn how to formulate community development events below the communication flag.

Community development programs are led by community members at every stage - from deciding on issues to selecting and implementing actions, and evaluation. Community development has an explicit focus on the redistribution of power to address the causes of inequality and disadvantage.

Understanding and being involved in the Community Development in Marketing Communication as the medium to give real positive contribution to the community will give the student great experiences on conducting community development programs in the future.

In this subject we will use Six Stages to Marketing Public Relations Planning that will guide students in creating a successful program and handling it properly.

Course Objectives :

1. Know and understand the importance of having empathy and giving real contribution to solve society problem with their Marketing Communication knowledge;
2. Able to create and develop community development program plan with Marketing Communication approach.

Course Method : interactive lectures, problem-solving discussions, and class presentation.

Learning Outcome (Competence) :

- Knowledge : Know and understanding how apply the concept of community development with marketing communication approach.
- Skill : analytical, problem-solving writing skills, presentation skill, teamwork.
- Attitude : Be able to deal with the community stakeholders with ethical and responsible way.

Course content :

Week	Topic

1	Introduction to Community Development in Marketing Communication
2	What is Community?
3	Community Development Theory
4	Tools for Planning MPR campaigns
5	Event Management
6	Stage 1: Situation Analysis
7	Stage 2: Objective (Strategic & tactic)
8	Mid Exam: Make your proposal event until The objective stage
9	Stage 3: Public
10	Stage 4: Media
11	Stage 5: Budget
12	Stage 6: Evaluation
13	Final Proposal Presentation
14	Revision of the Proposal
15	Community Development in Marketing Communication Project Proposal Implementation
16	Post Event Report

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 35%
Mid-term Examinations 25%
Coursework & Assignments 30%
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 Community Development in Marketing Communication	a. Class Rules and Regulations b. Course Background c. Course Objectives d. Community Development Project Output Overview	1. Lecturer's presentation
2	What is Community?	a Definition of Community b Micro-Communities c Community as Culture d Self-defined Community e Ritual Activities of Community	1. Lecturer's presentation 2. Discussion
3	Community Development Theory	a Definition of Community Development b Community Development as A Social Work Practice c Core Values of Community Development d When to Use Community Development? e Outcomes of Community Development	1. Lecturer's presentation 2. Class discussion 3. CW1
4	Community Development Theory	a. The Relations between Community Development and Marketing Communication b. Definition of Marketing Communication c. Definition of PR d. PR Activities e. PR Relations Tools & Activities f. PR as Planned Effort	1. Lecturer's presentation 2. Question and answer
5	Event Management	a. Event Organizer Knowledge b. 5 Aspects of Designing Event c. Event Planning d. Creating Event Proposal	1. Lecturer's presentation 2. Class discussion 3. CW 2: Make an Event Planning
6	Stage 1: Situation Analysis	4. SWOT Analysis a STEEPLE Analysis	1. Lecturer's presentation 2. Class discussion
7	Stage 2 – Objective	3. SMART Objective	1. Lecturer's presentation

		4. Strategies vs Tactics 5. Strategic Planning 6 C's of a Successful-Community Engagement	
8	**Mid Term Test:** **Make a Community Development in Marketing Communication Proposal**		
9	Stage 3 - Public	a Definition of Public b 8 Publics	1. Lecturer's presentation 2. Class discussion
10	Stage 4 - Media	a. Definition of Media b. Available Media c. Internal vs External Media	1. Lecturer's presentation 2. Class discussion
11	Stage 5 - Budget	a. Basic Event Budgeting Rules b. Element of Budget c. The reason why we have to set the budget	1. Lecturer's presentation 2. Class discussion 3. Question and answer
12	Stage 6 - Evaluation	a. Qualitative Evaluation: - Media Exposure Summary - Media content analysis & ROI - Output Measurement - Media Feedback - Several Obstacles in Evaluation b. Quantitative Evaluation	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Final Proposal Presentation	Presentation of background, problem & objective, public, media, budgeting and evaluation method for the Community Development in Marketing Communication Campaign's proposal	- Group Presentation - Question and answer - Case Study
14	Revision of the Proposal	Relate it with instruction for the Final Exam (Post Event Report)	- Class Discussion about chosen case study
15	Community Development in Marketing Communication Project Proposal Implementation	Ensure the implementation as planned and do necessary adjustment	Practical Implementation monitoring.
16	Post Event Report	Report Submission	

Midterm Paper Guideline **:** Community Development Project Proposal

Final Paper Guideline **:** Community Development Project Post Evaluation Report

References :

Public Relations Campaign: An Integrated Approach. Regina M Luttrell, Luke W Capizzo – SAGE Publications, Inc, 2018.

Introduction to Social Work in Canada: Histories, Contexts, and Practises (2nd ed.). Ives, N., Denov, M., & Sussmand, T. Oxford University Press. 2020.

The Routledge Handbook of Community Development. Perspectives From Around the Globe. Sue Kenny, Brian McGrath and Rhonda Phillips. 2018.

Community Development in Canada. Brown, J. D. & Hannis, D. Pearson. 2012.

Planning and Managing Public Relations Campaigns: A Strategic Approach. Anne Gregory. 2015.

Community Development for Social Change. Dave Beck and Rod Purcell. Routledge. 2020.

Strategi Public Relations. Jim Macnamara, PT Gramedia Pustaka Utama, 2013.

Managing and Developing Communities, Festivals and Events. Palgrave Macmillan. UK. 2016.

Kiat dan Strategi Kampanye Public Relations. Rosady Ruslan – Rajawali Press, 2008.

Corporate Event Management. Wolliam O'Toole & Phyllis Mikolaitis. 2007.

Event Management: An Asian Prespective. Glenn McCartney.

Community Development in an Uncertain World: Vision, Analysis, and Practice (2nd ed.). Port Melbourne: Cambridge University Press. 2016

Developing Communities for the Future (3rd ed.). South Melbourne: Thompson. 2007

https://aifs.gov.au/resources/practice-guides/what-community-development#:~:text=Community%20development%20is%20a%20holistic,values%20community%20knowledge%20and%20wisdom.

Journal, study cases.

Prepared by:

Mary Lemona, M.Si

Checked by :

Sri Ulya Suskarwati, S.E, M.Si.
Head of Communication Science

Study Programme

Reviewed by :	Approved by :
Mikhael Yulius Cobis, M.Si, M.M.	**Dr. Janette Maria Pinariya**
Dean of Communication Faculty	Vice Rector I