LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	PRDC03
Subject Title	**:**	Etiquette, Protocol & MC
Subject Specification	**:**	For students in Public Relations & Digital Communication Major

Subject Overview **:** While others forgot on how to put manners at the right places, many of us still place great importance on manners, protocols, etiquette, & delivering the message as the Communicator. Manners really are important no matter what lifestyle you lead. It is the basic common courtesies which most people learn as they grow up. The please and thank you, not speaking with a mouthful of food, not interrupting a conversation, etc.

All things that should apply in all situations. Etiquette, Protocol & MC - though related to good manners – are really what many people associate with our lifestyle, and many scene people place great importance in social area.

Course Objectives **:**

1. Have a new framework for understanding about Etiquette, Protocol & MC (basic and immediate).
2. Have a strong ability to perform Etiquette & Protocol within ceremonial procedures, also the skill of speaking to public.
3. Master the challenge of communicating effectively related to Etiquette & Protocol manners as a public communicator (MC).

Course Method **:** interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) **:**

- Knowledge : Understand the principles of etiquette and protocol in various social and professional contexts
- Skill : Demonstrate proper etiquette in different situations, Apply protocols appropriately and Master the art of public speaking and stage presence as a Master of Ceremonies

- Attitude : Able to demonstrate proficiency in navigating social and professional situations with grace and confidence, applying principles of etiquette and protocol appropriately

Course content :

Week	Topic
1	Introduction & Contract Agreement
2	Intro To Etiquette & Protocol
3	Etiquette
4	Personal Appearance
5	Etiquette For Mc
6	Engaging In Polite Conversation
7	Communicating In the Business Word
8	**Mid Term Examination**
9	Protocol
10	Flag Protocol
11	Seating & Sitting
12	Eating Etiquette (Formal)
13	Mc & Public Speaker
14	Verbal, Voice, Visual In Public Communication
15	Mc & Review
16	**Final Examination**

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 & CONTRACT AGREEMENT	a. Brief info on the subject (Etiquette & Protocol) b. What is the purpose of this project? c. To give understanding about the rules of attending this subject d. Flash of manners	1. Lecturer's presentation 2. Question and answer
2	INTRO TO ETIQUETTE & PROTOCOL	a About Etiquette & Protocol at glance b The subject functions	1. Lecturer's presentation 2. Question and answer
3	ETIQUETTE	a The basic meaning of Etiquette b Why do we need Etiquette in our life c Netiquette: Etiquette in Digital	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	PERSONAL APPEARANCE	a. The importance of Personal Appearance b. Building Character c. Self Esteem	1. Lecturer's presentation 2. Case Study 3. Assignment
5	ETIQUETTE FOR MC	a. Why should we need it? b. Wardrobe c. Voice	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

6	ENGAGING IN POLITE CONVERSATION	a. Initiating a Conversation b. The Art of Social Introduction c. Meeting & Greeting Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	COMMUNICATING IN THE BUSINESS WORD	a. Making Introduction b. Remembering the Right Names	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
8	**Mid Term Test**		
9	PROTOCOL	a Definition b Scoop	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	FLAG PROTOCOL	a The law b How to treat our own flag? c Comparison with other countries	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	SEATING & SITTING	a. Table manner b. Guest list seating c. Meal seating	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	EATING ETIQUETTE (FORMAL)	a. Table manner	1. Lecturer's presentation 2. Class discussion 3. Practice
13	MC & PUBLIC SPEAKER	a. Talk with Confidence	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	VERBAL, VOICE, VISUAL IN PUBLIC COMMUNICATION	a. The Elements of Communication for Public	2. Lecturer's presentation 3. Class discussion 4. Assignment
15	MC & REVIEW	a. The Art of the MC b. Review before final exam	1. Lecturer's presentation 2. Class discussion

			3. Practice
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Fox, S. (2007). Etiquette for Dummies, 2nd Edition. Wiley Publishing, Inc.
2. German, Kathleen M. (2017). Principles of Public Speaking 19th Edition. Routledge Taylor & Francis Group
3. Johnson, D. & Tyler, L (2013). Modern Manners: Tools to Take You to The Top. Potter Style
4. Langford, B (2016). The Etiquette Edge: Modern Manners for Business Success. AMACOM
5. Love, R & Frazier D (2020). Set Your Voice Free: How to Get the Singing Or Speaking Voice You Want. Little, Brown.

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