LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	PRDC05
Subject Title	**:**	PR Strategies & Tactics I : Images, Reputation & Branding
Subject Specification	**:**	For students in Public Relations & Digital Communication Major

Subject Overview **:** To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice. That focus to create images, reputation & branding of company or organization.

Course Objectives **:**

1. Distinguish the differences between image, reputation & branding
2. Understand how to building an image, reputation & branding
3. Understand how to maintain an image, reputation & branding

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 **:**

Wee	Topic

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1	Introduction The Subject : Corporate Identity (Part 1)
2	Corporate Identity (Part 2)
3	Corporate Image
4	Corporate Reputation
5	Aligning Identity, Image & Reputation
6	Managing Corporate Identity for Image Development
7	Assignment/ Quiz/ Review
8	**Mid Term Examination**
9	Ethics And Communication
10	Corporate Communication
11	Media Relation And Corporate Reputation
12	Government And Community Relations
13	Issues And Crisis Communication
14	Managing Online Reputation
15	Assignment/ Quiz/ 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 The Subject : Corporate Identity (Part 1)	a. Definition of Corporate Identity b. The importance of Corporate Identity c. Developing Corporate Identity d. Model of Corporate Identity	1. Lecturer's presentation 2. Question and answer
2	Corporate Identity (Part 2)	a Four type of identity b Identity & Identification c Measuring projected identity d Framework for content analysis e 7 core dimension of corporate profile	1. Lecturer's presentation 2. Question and answer
3	Corporate Image	a Communicating corporate identity b Corporate image	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Corporate Reputation	a. Define corporate reputation b. Reputational assets	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Aligning Identity, Image & Reputation	a. Identity and reputation b. Linking identity to image c. Identity vs image d. Image vs reputation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Managing Corporate Identity for Image Development	a. Corporate identity planning b. Identity structure	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer

			4. Practice
8	**Mid Term Test**		
9	Ethics And Communication	a Understanding Ethics in Communication b Ethical Frameworks and Models c Ethical Issues in Communication d Ethical Responsibilities of Communicators	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Corporate Communication	a Understanding Corporate Communication b Role and Functions of Corporate Communication c Corporate Communication vs. Public Relations d Collaboration and Integration	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Media Relation And Corporate Reputation	a. Understanding Media Relations b. The Relationship Between Media Relations and Corporate Reputation c. Collaboration Between Media Relations and Reputation Management Teams d. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Government And Community Relations	a. Understanding Government & Community Relations b. Synergies between Corporate Communication, Government Relations, and Community Engagement c. Best Practices for Collaboration d. Challenges and Opportunities	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Issues And Crisis Communication	a. Understanding Issues and Crisis Communication b. Types of Issues and Crises c. Crisis Recovery and Reputation Management	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Assignment	a. Case Study	2. Lecturer's

			presentation 3. Class discussion 4. Assignment 5. Case study
15	Materials Review 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. Grunig, J. E., & Grunig, L. A. (2018). Excellence theory in public relations. In R. L. Heath (Ed.), The SAGE Handbook of Public Relations (2nd ed., pp. 247-260). SAGE Publications.
3. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2019). Think Public Relations (2nd ed.). Pearson.
4. Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). Effective Public Relations (12th ed.). Pearson.
5. Van Ruler, B., & Verčič, D. (2018). Public relations and communication management: Current trends and emerging topics. Routledge.
6. Botan, C. H., & Hazleton, V. (2006). Public relations theory II. Routledge.
7. Heath, R. L. (Ed.). (2015). Encyclopedia of Public Relations (2nd ed.). SAGE Publications.
8. J. A. Ledingham, S. D. Bruning, P. F. G. Achtenhagen & C. Botan (2020): Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations, Routledge.
9. Tkalac Verčič, A., Verčič, D., Sriramesh, K., & Zerfass, A. (Eds.). (2020). The Global Public Relations Handbook: Theory, Research, and Practice (3rd ed.). Routledge.
10. Baines, P. R., & Egan, J. (2019). Marketing. Oxford University Press.
11. Kent, M. L., & Taylor, M. (2014). Public relations writing: Principles in practice. SAGE Publications.

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