LSPR Communication & Business Institute

Subject Syllabus

Subject Code : PRDC10

Subject Title : PR Strategies & Tactics II : Research & Evaluation

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 in research & evaluation

Course Objectives :

1. Develop an innovative and clear approach to developing public relations campaigns in the context of rapidly changing and strategic communication landscapes.
2. Develop an innovative and clear approach to developing public relations campaigns in the context of rapidly changing and strategic communication landscapes.
3. Develop an innovative and clear approach to developing public relations campaigns in the context of rapidly changing and strategic communication landscapes.
4. Equip students with the necessary skills to conduct comprehensive research that informs strategic communication planning

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

Learning Outcome (Competence) :

- Knowledge : Understand the principles and theories of public relations research and evaluation.
- Skill : Able to acquire data collection, analysis, and interpretation skills relevant to public relations research and evaluation.
- Attitude : Able to foster a collaborative and team-oriented attitude in working towards the development of pragmatic, research-driven strategic campaigns.

Course content :

Week	Topic
1	Introduction to PR Strategic and Tactic, Research and Evaluation
2	Introduction to the mid and Final Project
3	Research in Public Relations
4	The Communication Plan I
5	The Communication Plan (2)
6	Communication Research and Evaluation
7	Material Review Mid Exam
8	**Mid Term Examination**
9	Public Relations Research Technique
10	Program Evaluation Research
11	Communication Audit
12	Desktop Analysing
13	Desktop Analysing
14	Research resume
15	Materials Review Final Exam
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 to PR Strategic and Tactic, Research and Evaluation	a. Introduction to PR Strategic and Tactical Planning b. Importance of Tactical Execution in PR Campaigns c. Understanding the Importance of Research in Informed Decision Making d. Significance of Evaluation in Measuring the Effectiveness of PR Initiatives	1. Lecturer's presentation 2. Question and answer 3. Class Discussion
2	Introduction to the mid and Final Project	a Class Disscussion	1. Lecturer's presentation 2. Question and answer
3	Research in Public Relations	a Types of Research in PR b Conducting Research for PR Campaigns	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case study
4	The Communication Plan I	a. Overview of Communication Planning in PR b. Situation Analysis c. Objectives and Goals	1. Lecturer's presentation 2. Case Study 3. Assignment
5	The Communication Plan II	a. Strategy Development b. Tactics and Implementation c. Resource Allocation and Budgeting d. Monitoring and Evaluation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Communication Research and Evaluation	a. Research Methods and Techniques b. Data Collection and Analysis	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		c. Evaluation Frameworks and Models d. Key Metrics and Indicators	4. Case Study
7	Material Review Mid Exam		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
8	**Mid Term Test**		
9	Public Relations Research Technique	a Role of Research in Informed Decision-Making and Strategic Planning b Exploratory Research Techniques c Descriptive Research Techniques d Causal Research Techniques e Mixed-Methods Approaches	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Program Evaluation Research	a Importance of Evaluating Programs in Public Relations and Communication b Types of Program Evaluation c Evaluation Models and Frameworks	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Communication Audit	a. Importance of Communication Audits in Organizational Communication b. Objectives of Communication Audits c. Scope of Communication Audits	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Desktop Analysing I	a. Information Gathering b. Data Synthesis	1. Lecturer's presentation 2. Class discussion 3. Practice
13	Desktop Analysing II	a. Sources of Information b. Types of Data	1. Lecturer's presentation 2. Class discussion

			3. Question and answer
14	Research resume	a. How to create a good research resume b. Assignment	2. Lecturer's presentation 3. Class discussion 4. Assignment
15	Materials review Final Exam		1. Lecturer's presentation 2. Class discussion 3. Case study
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

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

References **:**

1. Smith, P. J., & Zook, Z. (2018). Public Relations Research: An International Perspective. Routledge.
2. Grunig, J. E., & Grunig, L. A. (2017). Excellence theory in public relations: Past, present, and future. Public Relations Review, 43(1), 19-26. DOI: 10.1016/j.pubrev.2016.10.006
3. Stacks, D. W., & Michaelson, D. (Eds.). (2018). Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research & Evaluation. Routledge.
4. Harrison, kim, Strategic Public Relations, 2011 Edition
5. Weintraub Austin Erica, Bruce E Pinkleton, Strategic Public Relations Management Planning and Managing Effective Communication Campaigns, 3th edition (2015)
6. Wilcox Dennis, Camerron Glen T, Public Relations – Strategic and Tactic, 11th edition

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