LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC03
Subject Title	:	Strategic and Planning, Internal and External Communication
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 with internal & external communication

Course Objectives :

1. General knowledge Public Relations strategic planning theories and some phase public relations process.
2. The importance of research and planning public relations and develop the ability to think strategically.
3. How to apply strategy and tactics based on understanding of public relations concept and practices.
4. The organization needs in order to design, implement and manage an effective internal program for campaign and overall organizational communications strategies.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : The student work indicates an adequate and good comprehension of strategic-planning PR
- Skill : The student ability to apply the concept to the practical environment
- Attitude : Ability to show a professional attitude as a professional Public Relations.

Course content :

Week	Topic
1	Introduction to Public Relations Strategic and Planning
2	Research and Analysis in PR planning process
3	PR Program Planning and Strategy
4	Management by Objective (Stage 2)
5	Stakeholder Mapping
6	Strategy and Tactic (Stage 4 and 5)
7	Developing Calendar
8	**Mid Term Examination**
9	Measuring PR Effectiveness
10	Internal Communication
11	External Communication
12	Media Relations and Communication
13	Final Presentation I - Assignment
14	Final Presentation - Assignment
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 above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Public Relations Strategic and Planning	a. Introduction to the Subject b. What is PR c. Definition of PR d. Key Function of PR e. Strategic Planning model	1. Lecturer's presentation 2. Question and answer
2	Research and Analysis in PR planning process	a What is Research? b PR Research c Important research in PR d Type of research in PR e Qualitative methods f Quantitative Methods g Mixed methods h Formal and Informal Research	1. Lecturer's presentation 2. Question and answer
3	PR Program Planning and Strategy	a The Value of Planning b The PR Planning Process c Element of The Program 1.Situation Analysis (already discussed in the research) 2.Objective 3.Audience 4.Strategy 5.Tactic 6.Calendar 7.Budget 8.Evaluation	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Management by Objective (Stage 2)	a. What is Management by Objective (MBO) b. The use of MBO c. Planning MBO d. Formulating MBO in PR planning e. Identify PR Objective	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Stake Holder Mapping	a. The need of stakeholder mapping b. 4 Steps of Stakeholder mapping	1. Lecturer's presentation 2. Class discussion 3. Question and

		c. Stakeholder identification d. Stakeholder Analysis e. Planning and Management f. Stakeholder Engagement g. Effective communication with stakeholder	answer 4. Case Study
6	Strategy and Tactic (Stage 4 and 5)	a. What is strategy b. What is Tactics c. The flow Message development and storytelling d. Steps in formulating the story telling e. Why storytelling is important	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Developing Calendar	a. Why developing calendar is important for the planning b. The use of calendar in the planning c. Align calendar with the objective d. Resource allocation	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
8	**Mid Term Test**		
9	Measuring PR Effectiveness	a Purpose of Evaluation b Key steps and reference c points for measuring d PR program effectiveness	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Internal Communication	a Importance of Internal Communication b Audience Centric Approach c Communication Channel	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	External Communication	a. What is external Communication b. Importance of External Communication c. Key Strategies of External Communication d. Principle of External communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case

		e. Audience Segmentation	
12	Media Relations and Communication	a. What is Media Relations b. Key components to consider when understanding media relations	1. Lecturer's presentation 2. Class discussion 3.
13	Final Presentation	a. Assignment	1. Class discussion 2. Assignment
14	Final Presentation II	a. Assignment	2. Class discussion 3. Assignment
15	Materials Review Final Exam		1. Lecturer's presentation 2. Class discussion
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

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

References **:**

1. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox and Glen T. Cameron
2. Research Methods in Public Relations and Marketing Communications" by David W. Guth and Charles Marsh
3. Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath
4. Media Relations in a Digital Age" by Dennis L. Wilcox and Lawrence W. Nolte
5. Crisis Communications: The Definitive Guide to Managing the Message" by Steven Fink
6. Effective Internal Communication" by Lyn Smith and Pamela Mounter

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