LSPR Institute of Communication & Business DOCTORAL PROGRAMME	INSTITUTE OF COMMUNICATION AND BUSINESS LSPR GRADUATE FACULTY COMMUNICATION SCIENCE DOCTORAL STUDY PROGRAM	DOCUMENT CODE

SEMESTER LEARNING PLAN

SUBJECT	CODE	COURSE CLUSTER	WEIGHT (credits)	SEMESTER	Date of Preparation
Communication in Public Relations Leadership Strategy			3 credits	1	

	RPS Developer Lecturer	Subject Coordinator	Head of Study Program
Authority/Authorization		Dr. Dra. Ulani, MM.	Profesor Dr. Rudy Harjanto, M.Sn.

	SLO-STUDY PROGRAM Learning Outcomes Attributed to the Courses	
Learning Outcomes	CPL 1 – S8	Internalize academic values, norms and ethics.
	CPL 2 – S9	Demonstrate an attitude of responsibility for work in their field of expertise independently.
	CPL 3 – P2	Mastering the latest developments (state of the art) related to concepts/theories, innovations, and research methods in the field of public relations communication.
	CPL 4 – KK3	Able to produce scientific work from the results of studies in the field of communication that get recognition and the academic community and communication practitioners at the national and international levels.

	CPL 5 – KU5	Able to compile scientific, technological or artistic arguments and solutions based on critical views or facts, concepts, principles, or theories that can be scientifically accounted for and academic ethics, and communicate them through mass media or directly to the public.
	Course Learning Outcomes (CPMK)	
	CPMK 1	Students are able to solve problems and make decisions in the context of public relations leadership strategies.
	CPMK 2	Students are able to provide input on approach models in public relations leadership strategies.
	CPMK 3	Students are able to look for new findings (novelty) based on the theory of public relations leadership communication strategies.
	Final Capabilities of Each Learning Stage (Sub-CPMK)	
	Sub-CPMK 1	Able to analyze and explore the ideas of public relations communication principles in society.
	Sub-CPMK 2	Able to analyze changes in public relations in the technological era.
	Sub-CPMK 3	Able to analyze public relations theoretical perspectives and apply them in multidisciplinary research.
	Sub-CPMK 4	Able to formulate arguments and solutions based on public relations and leadership relationships.
	Sub-CPMK 5	Able to conduct studies and analysis of public relations strategy models.
	Sub-CPMK 6	Able to solve problems and produce scientific studies on public relations leadership.
	Sub-CPMK 7	Able to analyze and be able to provide input and develop values within the corporation.
	Sub-CPMK 9	Able to conduct an analysis of the importance of ethics in corporate health.

	Sub-CPMK 10	Able to analyze the responsibilities of a public relations leader.
	Sub-CPMK 11	Able to implement and provide input to public relations leaders as a catalyst.
	Sub-CPMK 12	Able to implement and provide input on business goals and leadership responsibilities.
	Sub-CPMK 13	Able to provide a new perspective on transcendental public relations.

Correlation of SLOs to Sub-CLOs

	Sub-CPMK											
	1	**2**	**3**	**4**	**5**	**6**	**7**	**9**	**10**	**11**	**12**	**13**
CPL1 – S8	√	√	√	√	√	√	√					
CPL2 – S9		√	√	√	√	√	√	√	√	√	√	√
CPL3 – P2				√	√	√	√	√	√	√	√	√
CPL4 – KK3								√	√	√	√	√
CPL5 – KU5								√	√	√	√	√

Brief description of the course	The field of knowledge that is the basis for mastering public relations leadership strategies and providing input and novel theories in facing the challenges of world change from a VUCAD (Volatile, Uncertain, Complex, Ambiguous, and Deceitful) perspective.

Study Material: Learning Materials	This course is designed to examine public relations strategies in the leadership function in the era of technology and VUCAD through a public relations communication perspective.
Learning Resources	**Main**
	1. Gregory, Anne., Willis, Paul. (2023). Strategic Public Relation Leadership. Routledge. New York. 2. Gregory, Anne. (2010). Planning and Managing Public Relations Campaigns: A Strategic Approach. UK. Kogan Page. 3. Hardy, Mike & Hussain, Serena. (2019). Dialogue in a Rapidly Changing World: Practitioner Assessments of the Potency of Intercultural Dialogue for Improving Social Cohesion. Journal of Dialogue Studies Vol. 7. 4. Alhasani, Yousuf Rashid Mohammed., Muslim, Noor Awanis Bte. (2022) Are Negotiation Strategies Worthwhile for Digital Public Relations and Effectiveness of Communication? A Conceptual Paradigm. Journal of Hunan University (Natural Sciences). 49(7), 62-82. https://doi.org/10.55463/issn.1674-2974.49.7.8. 5. Amber L. Hutchins & Natalie T.J. Tindall. (2021). *Public relations and online engagement.* New York: Routledge. 6. Bolden, Richards., Hawkins, Beverly., Gosling, Jonathan and Taylor, Scott. (2011). Exploring Leadership – Individual, Organizational and Societal Perspectives. Oxford University Press. New York 7. Graham, Phil. (2017). Strategic Communication, Corporation and Eternal Crisis: The Creel Century. New York. Routledge.
	Supporters

	1. Kholisoh, Nur., Yenita, Yenita**.** (2015). Strategi Komunikasi Public Relations dan Citra Positif Organisasi. Jurnal Ilmu Komunikasi**.** 13(3) http://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/1459. 2. Krizia Putri Kinanti. Siti Tanti Hardiyanti. (2022). Strategi Komunikasi Humas Kpcpen dalam Meningkatkan Kepercayaan di Indonesia.Jurnal Eksepsi dan Ekspresi. 5(2).https://doi.org/10.33822/jep.v5i2.4388. https://ejournal.upnvj.ac.id/JEP/issue/view/233. 3. Lisa Anderson Meli & Swapna Koshy. (2020). *Public relations crisis communication: a new model.* New York: Routledge. 4. Sien Rees. (2020). *Public relations branding and authenticity: brand communications in the digital age*. New York: Routledge. 5. Smith, Ronald D. (2017) Strategic Planning for Public Relations. New York. Routledge 6. Yue, Cen April. (2019). Exploring strategic public relations management in China: current state and challenges. Asian Journal of Communication. 29(6), https://www.tandfonline.com/doi/full/10.1080/01292986.2019.1679854 7. Zhang, Weiwu. (2022). Public relations: Strategies and tactics. International Scholars Journals. 12 (2). 8. Ulani Yunus, (2023). Branding Yourself through Interpersonal Communication. Jakarta : LSPR Publishing
Lecturer	1. Dr. Dra. Ulani, MM. 2. Dr. Lestari Nurhajati, M.Si. 3. Dr. Yolanda Stellarosa, M.Si.
Pre-requisite Course	

Week	**Final Capabilities of Each Learning Stage (Sub-CPMK)**	**Assessment**	**Form of Learning; Learning Method; Student**	**Learning Materials**	**Assessment Weight**

				Assignment [Estimated Time]			(%)
		Indicator	**Criteria & Techniques**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**
1	Able to explore and analyze public relations needs in society.	Accuracy in explaining public relations needs to the community. Understand the relationship between public relations and society. Able to apply the public relations communication framework.	Lecture presentation, discussion, and Q&A.	√		Introduction to public relations: ● Focus ● Change ● Crisis	
2	Able to recognize, explore and analyze changes in the world of public relations.	Able to explain changes in public relations. Able to describe the components of change faced in public relations. Understand the debate	Lecture presentation, discussion, and Q&A. Review journal	√		● Understanding VUCAD. ● Changes in the technological era. ● Debate on the concept of public relations in the technological era.	

		surrounding public relations challenges.	articles.				
3	Able to explore and analyze theoretical perspectives of public relations.	Mastering public relations concepts and theories. Able to analyze the nature and character of an organization from a public relations perspective.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		● Contribution to public relations strategy. ● A public relations view of the organization from the perspective of management, shareholders and public relations.	
4	Able to analyze and develop models of public relations strategies.	Mastering the concepts and theories of public relations and leadership. Able to compose arguments and input in the context of public relations and leadership.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		Public Relations and Leadership: ● Public relations and leadership relationships. ● The importance of reflection. ● From “knowing” to “doing”. ● Review and input on public relations and leadership.	
5	Able to analyze and develop models of public relations strategies.	Mastering the public relations strategy model.	Lecture presentation, discussion,	√		Public Relations Strategy Model: ● Introduction.	

		Able to organize arguments and input into a public relations strategy model. Able to apply the public relations strategy model to research.	and Q&A. Review journal articles. Case study			● 4X4 models. ● Public relations contribution at 4 strategic levels. ● Four attributes. ● Review and input on the public relations strategy model. ● Research and application of public relations strategies.	
6	Able to analyze important positions of public relations leaders.	Mastering the concept of public relations leadership. Able to prepare arguments and input in public relations leadership. Able to apply public relations leadership to research.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		The closeness of public relations leaders: ● Contextual intelligence. ● Appreciate complexity. ● Review and input on the concept of public relations leadership. ● Research and application of public relations leadership.	
7	Able to explore and analyze the meaning of values in corporations.	Mastering the concept of value in corporations. Able to formulate arguments and input into corporate values.	Lecture presentation, discussion, and Q&A. Review	√		● Values and organization. ● Develop corporate values. ● Review and input on the concept of corporate value. ● Corporate value research & application.	

		Able to apply the concept of corporate value to research.	journal articles. Case study				
8	**Midterm Exam**						
9	Able to explore and analyze the importance of ethics in corporate health.	Mastering ethics in corporations. Able to prepare arguments and input on corporate ethics. Able to apply ethical issues to public relations research.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		Business ethics: ● Definition of ethics and its relationship to values. ● Definition of ethics, morals, and values. ● Ethics and leadership. ● Review and input on leadership ethics. ● Leadership ethics research & application.	
10	Able to define and develop the responsibilities of a public relations leader.	Mastering the concept of responsibility of a public relations leader. Able to prepare arguments and input regarding the responsibilities of a public relations leader.	Lecture presentation, discussion, and Q&A. Review journal articles.	√		● Responsibilities of the public relations leader. ● Public relations leader planning. ● Review and input on responsibilities in public relations leadership. ● Research & application of responsibility in public	

		Able to apply the issue of leader responsibility to research.	Case study			relations leadership.	
11	Able to explore and develop the importance of the position of public relations leader as a catalyst.	Mastering the concept of catalyst in public relations leadership. Able to prepare arguments and input on the concept of catalyst in public relations leadership. Able to apply catalyst issues to public relations leadership research.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		● Four roles of the public relations leader as a catalyst. ● Implications. ● Review and input on theory. ● Research & application of theory.	
12	Able to identify and analyze business objectives and basic responsibilities of a leader.	Mastering concepts and perspectives regarding business goals and leader responsibilities. Able to formulate arguments and input on business goals and leader responsibilities. Able to apply business issues to public relations research.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		● Business objectives. ● Corporate Social Responsibilities/ Stakeholders Model. ● Interactive. ● Stakeholder Model. ● Review and input on business and CSR concepts ● Research & application.	

13	Able to explore and develop transcendental and immaterial public relations principles.	Mastering the principles of transcendental public relations Able to compose arguments and input using transcendental public relations dimensions Able to apply public relations issues to transcendental research.	Lecture presentation, discussion, and Q&A. Review journal articles. Case study	√		● Leading spiritually: the search for meaning. ● Negative or positive. ● From real to spiritual. ● Review and input on transcendental public relations principles ● Research & application.	
14	Able to master the knowledge and philosophy of public relations leadership communication strategies and skilled at resolving public relations problems faced and preparing proposals based on case studies and mandatories provided.	Mastering the philosophy of public relations leadership communication strategy. Conformity with case studies and mandates. Presentation and proposal design.	Student presentation, discussion, and Q&A.	√		Student presentation	
15	Able to master the knowledge and philosophy of public relations leadership	Mastering the philosophy of public relations leadership communication strategy.	Student presentation, discussion, and Q&A.	√		Student presentation	

	communication strategies and skilled at resolving public relations problems faced and preparing proposals based on case studies and mandatories provided.	Conformity with case studies and mandates. Presentation and proposal design.					
16	**Final Exam**						

Disetujui, Tgl : **Ketua PROGRAM STUDI**	**Diperiksa, Tgl :** **Koord. Matakuliah/Bidang Keahlian**	**Dibuat, Tgl :** **Dosen ybs**
(.....)	 **(Dr. Ulani Yunus, MM)**	**(.....)**

Periksa : Unit Penjaminan Mutu **(.....)**

Catatan:

1. Capaian Pembelajaran Lulusan PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajarannya.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus dan pengetahuan.
3. CP Mata kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik dari SPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa disertai bukti-bukti.
6. Kriteria penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif ataupun kualitatif.
7. Teknik penilaian: tes dan non-tes
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, dan/atau bentuk pembelajaran lain yang setara.
9. Metode Pembelajaran: *Small Group Discussion, Role-Play* & *Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, can* metode lainnya yang setara.

10. Materi Pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah presentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proporsional dengan tingkat kesulitan pencapaian sub-CPMK tsb, dan totalnya 100%
12. **PB=**Proses Belajar, **PT=**Penugasan Terstruktur, **KM=**Kegiatan Mandiri.

No	CPL pada MK-	Nilai Capaian (0-100)	Ketercapaian CPL pada MK (%)
1	**CPL1:**		
2	**CPL2:**		
3	**CPL3:**		
4	**CPL4:**		