LSPR Institute of Communication & Business The Leading Graduate School of Communication & Business | ASEAN Global Campus DOCTORAL PROGRAMME	INSTITUTE OF COMMUNICATION AND BUSINESS LSPR GRADUATE FACULTY COMMUNICATION SCIENCE DOCTORAL STUDY PROGRAM	DOCUMENT CODE

SEMESTER LEARNING PLAN

SUBJECT	CODE	MK family	WEIGHT (credits)	SEMESTER	Date of Preparation
Public Relations Leadership Theory & Perspective	SPRL302/01-DOC-SPRL		3 credits	1	

	RPS Developer Lecturer	MK Coordinator	Head of Study Program
Authority/Authorization	Dr. Janette Maria Pinariya, MM.	Dr. Janette Maria Pinariya, MM.	Professor Dr. Rudy Harjanto, M.Sn.

Learning Outcomes	**SLO - PRODI that is charged to MK**	
	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.
	SLO 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.
	SLO 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.
	SLO 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	Learners are able to solve problems and make decisions in the context of public relations leadership.
CPMK 2	Learners are able to provide input on the approach model in public relations leadership science.
CPMK 3	Learners are able to find novelty based on public relations leadership theory.
End Capability of Each Learning Stage (Sub-CPMK)	
Sub-CLO 1	Able to analyze and develop ideas of public relations communication principles.
Sub-CLO 2	Able to analyze public relations concepts and apply them in multidisciplinary research.
Sub-CLO 3	Able to compile arguments and solutions based on the nature and character of public relations approach.
Sub-CPMK 4	Able to study and analyze the expertise approach model in public relations.
Sub-CPMK 5	Able to solve problems and produce scientific studies on behavioral approaches in public relations.
Sub-CLO 6	Able to analyze and be able to provide criticism of the situational approach to public relations.
Sub-CLO 7	Able to analyze the relationship between gender and public relations.
Sub-CLO 9	Able to analyze the relationship between culture and public relations.
Sub-CLO 10	Able to master and provide input on the path goal theory of leadership.
Sub-CLO 11	Able to master and provide input on leader member exchange theory.
Sub-CLO 12	Able to provide a new perspective on the importance of followers in public relations.
Sub-CLO 13	Able to master the development of ethical principles in public relations.
Sub-CLO 14	Able to master the knowledge and philosophy of public relations communication and apply it in research.
Correlation of SLOs to Sub-CLOs	

	Sub-CPMK												
	1	**2**	**3**	**4**	**5**	**6**	**7**	**9**	**10**	**11**	**12**	**13**	**14**

	CPL1 - S8	√	√	√	√	√	√	√						

	CPL2 - S9		√	√	√	√	√	√	√	√	√	√	√	√
	SLO3 - P2				√	√	√	√	√	√	√	√	√	√
	SLO4 - KK3								√	√	√	√	√	√
	CPL5 - KU5								√	√	√	√	√	√

Brief description of the course	Field of knowledge that becomes the basis for mastering leadership functions in public relations and provides input and theoretical novelty in the context of public relations leadership.
Study Material: Learning Materials	This course is designed to examine *public relations* from the perspective of the leadership function. Examines how to incorporate public relations communication into the philosophy of organizational leadership and the process of developing the concept of leadership in public relations.
Library	**Main** 1. Gregory, Anne., Willis, Paul. (2023). Strategic Public Relations Leadership. Routledge. New York. 2. Gregory, Anne. (2010). Planning and Managing Public Relations Campaigns: A Strategic Approach. UK. Kogan Page. 3. Hardy, Mike & Mushtaq, Uroosa. (2023). Ready for a Perfect Storm: Leadership, Dialogue and Trust in a Time of Disconnection. Journal of Dialogue Studies Vol. 11. 4. Berger, K., Bruce & Meng, Juan. (2014). Public Relations Leaders As Sensemakers. New york: Routledge. 5. Pfeffermann, Nicole. (2020). New Leadership in Strategy and Communication: Shifting Perspective on Innovation, Leadership, and System Design. Switzerland: Springer. 6. Northouse, P.G. (2022). Leadership: Theory and Practice. Thousand Oaks: SAGE Publications.

	Supporters
	1. Crossan, M., Furlong, W.B., & Austin, R.D. (November, 2022). "Make leader character your competitive edge". MIT Sloan Management Review. 2. Hadjer, M. I. R. Z. A. (2023). Public Relations in the era of Social Media: How can we deal with the Social Responsibility and the Professional Ethics? -The case of Algerian Companies in Algeria. Journal El-Baheth in Human and Social Sciences Volume14-Number, 112. 3. Hunsaker, B.T., Knowles, J. (November, 2022). "Leading Change means Changing how you lead", MIT Sloan Management Review. 4. Myers, Cayce. (2021). Public Relations History: theory, practice, and profession. 5. Indrayani, I. I., Kuswarno, E., Soemirat, S., & Sumartias, S. (2021). Centralized to Decentralized: Government Public Relations Practice in Indonesia's Post Reformation Era. Pt. 2 J. Legal Ethical & Regul. Isses, 24, 1. 6. Jeffrey S. Harrison, Jay B. Barney, R. Edward Freeman, and Robert A. Phillips (2019). Stakeholder theory. United Kingdom: Cambridge University Press. 7. Kanajet, K. (2023). Communication Specifics of Today and Public Relations. Communication Management Review, 8(01), 48-63. 8. Meng, J., Kim, S., & Reber, B. (2022). Ethical challenges in an evolving digital communication era: coping resources and ethics trainings in corporate communications. Corporate Communications: An International Journal, 27(3), 581-594. 9. Sien Rees (2020). Public relations branding and authenticity: brand communications in the digital age. New York: Routledge. 10. Tong, S. C. (2022). Public relations practice in the digital era: trust and commitment in the interplay of interactivity effects and online relational strategies. Journal of Marketing Communications, 28(7), 799-819. 11. Tong, S. C., & Chan, F. F. Y. (2022). Revisiting trust in the digital era: the interplay of online trust and online dialogic communication from the practitioners' perspective. Journal of Communication Management, 26(3), 271-293.
Lecturer	1. Dr. Janette Maria Pinariya, MM. 2. Prof. Mike Hardy 3. Dr. Rino F. Boer
Course Requirements	

Week	End ability of each learning stage (Sub-CPMK)	Assessment		Form of Learning; Learning Method; Student Assignment [Estimated Time]		Learning Materials	Lecturer
		Indicator	Criteria & Techniques	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Able to explore and analyze the principles of public relations communication.	Accuracy in explaining the principles of public relations communication and being able to identify current public relations. Understand the relationship between communication and public relations. Able to apply the public relations communication framework.	Lecture presentation, discussion, and Q&A.	√		• Definition and principles of public relations communication. • Identify current public relations. • Communication and public relations. • Public relations communication application framework.	16 Maret 2024 - JMP
2	Able to recognize, explore and analyze the notion of public relations and use it in research design.	Able to explain the meaning and history of public relations. Able to describe the concepts and components of public	Lecture presentation, discussion, and Q&A. Review of journal	√		• Definition of public relations. • The history of efforts to define public relations. • Public relations concepts and components.	23 Maret 2024 - JMP

		relations. Understand the debate around public relations.	articles.			• Debating the concept of public relations.	
3	Able to recognize, explore and analyze the nature approach to public relations.	Able to develop arguments on approaches in public relations research and applications. Able to analyze the nature and character of public relations in case studies.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		• The nature and character of public relations. • Determination & integrity in public relations. • The social nature of public relations. • A critique of the trait approach in public relations. • Trait-based public relations research & application.	30 Maret 2024 - RFB
4	Able to recognize, explore, and analyze the expertise approach to public relations.	Possess expertise in public relations leadership. Able to compile arguments and input in the context of a public relations approach model.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		• Technical skills of public relations leaders. • Social skills of public relations leaders. • Conceptual skills of the leader. • Model the expertise approach in public relations. • A critique of the expertise approach in	6 April 2024- MH Sur

						public relations. ● Expertise-based public relations research & applications.	
5	Able to recognize, explore and analyze behavioral approaches to public relations.	Mastering the concepts and theories of public relations behavior. Able to compile arguments and input in the context of public relations behavior. Able to apply public relations behavior to research.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		● An academic study of public relations behavior. ● The leadership grid. ● Issues in public relations behavior. ● Paternalistic/maternalistic. ● Opportunism. ● A critique of the behavioral approach in public relations. ● Behavioral public relations research and applications.	20 April 2024 - MH Sur
6	Able to recognize, explore and analyze the situational approach to public relations.	Mastering the concepts and theories of public relations styles. Able to compile arguments in a situational approach to public relations.	Lecture presentation, discussion, and Q&A. Review of journal articles.	√		● The concept of public relations style. ● The context in which the situational approach to public relations is applied. ● A critique of the	27 April 2024 - MH

		Able to apply situational public relations into research.	Case study.			situational approach in public relations. ● Situational public relations research and applications.	
7	Able to explore and analyze the relationship between gender and public relations.	Mastering the phenomenon of gender in public relations. Able to compile arguments and inputs using the gender phenomenon in public relations. Able to apply gender issues to research.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		● Phenomena in gender and public relations. ● Women's leadership issues. ● *The glass ceiling* phenomenon. ● *The labyrinth* phenomenon. ● A critique of gender issues in public relations. ● Gender relations and public relations research & applications.	4 May 2024 - JMP Sur
8	**Midterm Exam**						
9	Able to explore and analyze the relationship between culture and public relations.	Mastering cultural phenomena in public relations. Able to compile arguments and inputs using cultural dimensions	Lecture presentation, discussion, and Q&A. Review of journal articles.	√		● Phenomena in culture and public relations. ● Ethnocentrism. ● Cultural dimensions in public relations. ● Cultural orientation in	25 Mei 2024 - RFB

		in public relations. Able to apply cultural issues to public relations research.	Case study.			public relations. ● Cultural cluster. ● A critique of global public relations. ● Cultural relations and public relations research & applications.	
10	Able to explore and develop *Path Goal Theory of Leadership.*	Mastering the Concept of *Path Goal Theory of Leadership.* Able to compile arguments and novelty using *Path Goal Theory of Leadership* Able to apply theory to public relations research.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		● Components of the *Path Goal Theory of Leadership* and its relevance today. ● Orientation towards *task* completion (*task character*). ● Orientation towards the needs of followers (*follower character*). ● Critique of theory. ● Research & theory application.	1 Juni 2024 - MH
11	Able to explore and develop *Leader Member Exchange Theory.*	Mastering the concept of *Leader Member Exchange Theory.* Able to compile arguments and novelty using *Leader Member*	Lecture presentation, discussion, and Q&A. Review of journal articles.	√		● A research study on the interaction between leaders and followers. ● The phases of public relations formation. ● Critique of theory.	08 Juni 2024- MH

		Exchange Theory. Able to apply theory to public relations research.	Case study.			• Research & theory application.	
12	Able to explore and explain the importance of *followers* in public relations.	Mastering concepts and perspectives on followers in public relations. Able to organize arguments and inputs using the follower dimension in public relations. Able to apply follower issues to public relations research.	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		• Division of follower categories based on roles and relationships. • Typology of followers. • A conceptual approach to followership. • A new perspective on followers. • Criticism of followers in public relations. • Follower relations and public relations research & applications.	15 Juni - RFB (MH)
13	Able to explore and develop ethical principles in public relations.	Mastering concepts and perspectives on ethics in public relations. Able to compile arguments and inputs using ethical dimensions in public relations. Able to apply ethical	Lecture presentation, discussion, and Q&A. Review of journal articles. Case study.	√		• Stages of moral development according to Kohlberg. • Ethical perspectives in public relations. • Public relations ethics according to Ronald Heifetz (1994) & Bumz (1978).	22 Juni 2024 - RFB

		issues to public relations research.				• The dark side of public relations. • A critique of ethics in public relations. • Ethics and public relations research & applications.	
14	Able to master the knowledge and philosophy of public relations communication and skillfully solve public relations problems faced and prepare proposals based on case studies and mandatories provided.	Mastering the philosophy of public relations communication. Compliance with *case studies* and mandatories. Presentation and proposal design.	Presentation, discussion, and Q&A.	√		Student presentation.	29 Juni 2024 - JMP
15	Able to master the knowledge and philosophy of public relations communication and skillfully solve public relations problems faced and prepare proposals based on case studies and mandatories provided.	Mastering the philosophy of public relations communication. Compliance with *case studies* and mandatories. Presentation and proposal design.	Presentation, discussion, and Q&A.	√		Student presentation.	06 July 2024 - JMP
16	**End of Semester Exam**						

Approved, Date: Head of STUDY PROGRAM	Checked, Date: Coord. Course/Area of Expertise	Created, Date: Lecturer
(Professor Dr. Rudy Harjanto, M.Sn.)	(Dr. Janette Maria Pinariya, MM.)	(Dr. Janette Maria Pinariya, MM.)
Check: Quality Assurance Unit (.....)		

Notes:

1. Learning Outcomes of Graduates of PRODI (CPL-PRODI) are the abilities possessed by each PRODI graduate which are an internalization of attitudes, mastery of knowledge and skills according to the level of the study program obtained through the learning process.
2. ELOs imposed on courses are some of the learning outcomes of study program graduates (ELO-PRODI) used for the formation / development of a course consisting of aspects of attitude, general skills, specific skills and knowledge.
3. Course CP (CPMK) is an ability that is specifically described from the ELOs charged to the course, and is specific to the study material or learning material for the course.
4. Course Sub-CP (Sub-CPMK) is an ability that is specifically described from SPMK which can be measured or observed and is the final ability planned at each learning stage, and is specific to the learning material of the course.
5. Indicators of ability assessment in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. Assessment criteria are benchmarks used as a measure or measure of learning achievement in assessment based on predetermined indicators. Assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be quantitative or qualitative.
7. Assessment techniques: test and non-test
8. Form of learning: Lecture, Reception, Tutorial, Seminar or equivalent, and/or other equivalent forms of learning.
9. Learning Methods: *Small Group Discussion, Role-Play* & *Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, can* other equivalent methods.

10. Learning Materials are details or descriptions of study materials that can be presented in the form of several topics and sub-topics.
11. The assessment weight is the presentation of the assessment of each sub-CPMK achievement which is proportional to the level of difficulty of achieving the sub-CPMK, and totals 100%.
12. PB=Learning **Process**, PT=Structured **Assignment**, KM=Independent **Activity**.

No.	SLOs in MK-	Achievement Score (0-100)	Achievement of SLOs in MK (%)
1	**CPL1:**		
2	**CPL2:**		
3	**SLO3:**		
4	**SLO4:**		