**LSPR Communication & Business Institute**

**Subject Syllabus**

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| **Subject Code** | **:** | PRDC12 |
| **Subject Title** | **:** | Creative Production & Publicity |
| **Subject Specification** | **:** | For students in Public Relations & Digital Communication Major |

**Subject Overview** **:** Public Relations is a profession that requires careful planning, one of the public relations activities is a campaign. PR campaign has many objectives such as informing company activities, introducing, increasing awareness or understanding and seeking public support from the target audience and at, the same time influencing and persuading intended audiences. To support its task, PR is required to think creatively, then communicate it with the audience by the utilization of internet technology. Creative production is expected to generate publicity.

**Course Objectives** **:**

1. Gain knowledge of the creative production process in public relations, including ideation, conceptualization, and execution of creative content.
2. Enhance creativity and imagination in generating ideas, concepts, and visual elements for PR campaigns and publicity materials.
3. Understand the principles and strategies of publicity in public relations, including earned media, owned media, and shared media tactics.

**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 : Understanding of the principles and concepts of creative production and publicity within the context of public relations (PR)
- Skill : Proficiency in utilizing creative production software and tools to design and produce PR materials such as press releases, media kits, infographics, videos, and social media content
- Attitude : Appreciation for the importance of creativity, originality, and aesthetic appeal in PR materials and campaigns, fostering an attitude of innovation and experimentation.

**Course content :**

| Week | Topic |
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| 1 | Introduction to PR and Publicity |
| 2 | Introduction to PR and Publicity Campaign |
| 3 | The elements Involved in Developing a Campaign |
| 4 | Understanding the brief and the market |
| 5 | Identifying and understanding the Audiences |
| 6 | The Importance of an idea |
| 7 | Assignment/ Quiz/ Review |
| 8 | **Individual Learning** |
| 9 | Identifying the Potential Media Platform |
| 10 | Press Release and B to B Publicity |
| 11 | The Party Involved in Developing and Executive the Campaign |
| 12 | Evaluation Methods of Publicity Campaign |
| 13 | Event Promotion |
| 14 | Crisis Management |
| 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:

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| Final Examinations | 40% |
| Weekly Discussion | 40% |
| Quiz | 10% |
| Live Sesion 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 |
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| **1** | Introduction to PR Creative Production and Publicity | a. Definition and significance of creative production in the context of public relations.<br>b. Overview of the role of creative production in crafting compelling PR materials and campaigns.<br>c. Discussion of the creative process and its importance in generating innovative ideas and concepts for PR initiatives. | 1. Lecturer's presentation<br>2. Question and answer |
| **2** | Introduction to PR and Publicity Campaign | a Definition of publicity in the context of public relations.<br>b Importance of publicity campaigns for enhancing organizational visibility and reputation.<br>c Overview of the objectives and components of a successful publicity campaign | 1. Lecturer's presentation<br>2. Question and answer |
| **3** | The elements Involved in Developing a Campaign | a Overview of campaign development in the public relations (PR) industry.<br>b Importance of strategic planning and creative execution in PR campaigns.<br>c Explanation of the key elements involved in developing successful PR campaigns. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |

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| **4** | Understanding the brief and the market | a. Overview of the importance of understanding the brief and the market in the public relations (PR) industry.<br>b. Explanation of how a clear understanding of client briefs and market dynamics forms the foundation for successful PR campaigns | 1. Lecturer's presentation<br>2. Case Study<br>3. Assignment |
| **5** | Identifying and understanding the Audiences | a. Overview of the importance of audience identification and understanding in public relations (PR) industry.<br>b. Explanation of how effective audience analysis informs PR strategies and tactics.<br>c. Purpose of the discussion: To explore methods and techniques for identifying and understanding diverse audience segments in PR practice. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **6** | The Importance of an idea | a. Definition of ideas in the context of creative production and publicity within the public relations (PR) industry.<br>b. Explanation of how ideas serve as the foundation for developing compelling PR campaigns, materials, and messaging.<br>c. Importance of creativity and innovation in generating ideas that capture audience attention, convey key messages, and achieve PR objectives | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **7** | Assignment/ Quiz/ Review | | 1. Lecturer's presentation<br>2. Class Discussion<br>3. Question and answer<br>4. Practice |
| **8** | **Individual Learning** | | |

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| **9** | Identifying the Potential Media Platform | a Overview of the importance of selecting the right media platforms for PR campaigns and publicity efforts.<br>b Explanation of how identifying potential media platforms contributes to the success of creative production and publicity strategies in the public relations industry.<br>c Introduction to key considerations and factors to evaluate when identifying media platforms, including audience demographics, reach, relevance, and engagement. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |
| **10** | Press Release and B to B Publicity | a Overview of Press Release and B to B Publicity as essential components of the Public Relations (PR) industry.<br>b Importance of creative production and effective publicity strategies in capturing audience attention and conveying key messages. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **11** | The Party Involved in Developing and Executive the Campaign | a. Overview of the collaborative nature of PR campaigns and the importance of involving various parties in the creative production and publicity process.<br>b. Explanation of how different stakeholders contribute to the development, execution, and success of PR campaigns. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Study Case |
| **12** | Evaluation Methods of Publicity Campaign | a. Overview of the importance of evaluating publicity campaigns in the context of creative production and publicity within the public relations industry.<br>b. Explanation of how evaluation methods help | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |

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| | | assess the effectiveness and impact of PR efforts, inform decision-making, and demonstrate ROI. | |
| **13** | Event Promotion | a. Overview of the role of event promotion in PR campaigns and strategies.<br>b. Importance of creative production and effective publicity in promoting events to target audiences.<br>c. Introduction to key concepts, techniques, and considerations in event promotion within the PR industry. | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |
| **14** | Crisis Management | a. Definition of crisis management and its importance in the context of creative production and publicity within the Public Relations industry.<br>b. Overview of common crises that can arise in creative production and publicity, such as negative publicity, product recalls, copyright infringement, and social media backlash | 2. Lecturer's presentation<br>3. Class discussion<br>4. Assignment<br>5. Case study |
| **15** | Materials Review<br>Final Exam | | 1. Lecturer's presentation<br>2. Class discussion<br>3. Practice |
| **16** | **Final Examination** | | |

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

**References** **:**


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9. Zerfass, A., Verčič, D., & Volk, S. C. (2019). How artificial intelligence is changing the future of public relations: A Delphi study. Public Relations Review, 45(3), 531-542.
10. Ledingham, J. A., & Bruning, S. D. (2019). Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations (4th ed.). Routledge.

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