LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC11
Subject Title	:	PR for Creative Industry
Subject Specification	:	For students in Public Relations & Digital Communication Major

Subject Overview : The objective of this subject is to inform how to make campaigns and activities in public relations for the creative industry. Students will gain knowledge on how to conceptualize and communicate PR that shows different audiences for creative industries. To implement PR campaign, students are provided with the key concepts, theories, and context of professional PR practice that will be explored in the various creative industries.

Course Objectives :

1. Understand how to conceptualize and execute PR campaigns and activities tailored specifically for the creative industry.
2. Acquire knowledge of key concepts, theories, and principles of PR practice relevant to the creative industries.
3. Cultivate creativity and innovation in developing PR strategies and tactics that resonate with stakeholders in the creative industries.

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 key concepts, theories, and principles of public relations (PR) specific to the creative industry, including advertising, design, fashion, film, music, and other artistic fields.
- Skill : Ability to develop creative and innovative PR strategies and tactics that resonate with audiences in the creative industry, leveraging storytelling, visual communication, and other creative techniques.
- Attitude : Confidence and professionalism in collaborating with interdisciplinary teams and engaging with diverse stakeholders within the creative sector, demonstrating a positive attitude towards teamwork and relationship-building.

Course content :

Week	Topic
1	Introduction The Subject : Creative Industry
2	Creative Public Relation 1
3	Creative Public Relation 2
4	Public Relations Plan 1
5	Public Relation Plan 2
6	Process And Tools of Creative Public Relations
7	Assignment/ Quiz/ Review
8	**Individual Learning**
9	New Rules of Public Relations
10	New Media of Public Relations 1
11	New Media of Public Relations 2
12	Marketing Public Relations
13	PR in Integrated Marketing Communication
14	Crisis Communication Planning
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:

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
1	Introduction The Subject : Creative Industry	a. Class regulation b. Definition of Creative Economy and Creative Industries c. Creative Industries Highlight d. Creative Industry in Indonesia e. Creative Industry Sectors and Framework f. Distribution	1. Lecturer's presentation 2. Question and answer
2	Creative Public Relation 1	a Advertising vs PR b Creativity in PR c Definition	1. Lecturer's presentation 2. Question and answer
3	Creative Public Relation 2	a Creativity : The Myths b How PR think in the "Boxes" c Four types of Spectacles d The Creative Process	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Public Relations Plan 1	a. Research b. Situational Analysis c. The Objective d. Identify Publics e. Identify Stakeholders f. Target Audience g. Key Messages	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Public Relation Plan 2	a. Strategy b. Tactics c. Budgeting d. Evaluation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Process And Tools of Creative Public Relations	a. Definition b. Process of Public Relations c. Tools of Public Relations d. External Media e. Internal Media f. Media Relations g. Community Relations h. Government Relations	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

		i. Other Publicity j. Direct Communication	
7	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
8	**Individual Learning**		
9	New Rules of Public Relations	a The old rules of PR b The new rules of PR c New rules of PR and Marketing d The practice of PR e Observing f Reaching buyers directly	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	New Media of Public Relations I	a Goals of PR b Phases of PR c PR with Traditional Media d PR and New Media e Social Media	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	New Media of Public Relations II	a. Opportunity in Social Media b. Advantage and problems in Social Media	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Marketing Public Relations	a. Definition b. Objective c. Activities d. Major tools in MPR e. The Role f. Uses of MPR g. MPR Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	PR in Integrated Marketing Communication	a. Definition b. Goals c. IMC d. IMC and Branding e. Promotional Mix f. Publicity g. PR Tools h. Developing Effective Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Crisis Communication Planning	a. Trends b. Definitions c. Step for Managing Crisis d. The Social Media Engagement in crisis	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study

		e. Issues Management and Social Media f. Planning and Prevention	
15	Materials Review Final Exam		1. Lecturer's presentation 2. Class discussion 3. Practice
16	**Final Examination**		

Final Paper Guideline : Group Project or Group Presentation

References :

1. Holtzhausen, D. R., & Zerfass, A. (Eds.). (2015). The Routledge handbook of strategic communication. Routledge.
2. Kim, S. (2016). Public relations strategies and tactics (11th ed.). Pearson.
3. L'Etang, J. (2017). Public relations: Concepts, practice and critique. SAGE Publications.
4. Gregory, A., & Willis, P. (2017). Strategic public relations leadership. Routledge.
5. Tindall, N., & Waters, R. D. (2018). Social media for strategic communication: Creative strategies and research-based applications. SAGE Publications.
6. Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. Public Relations Review, 29(1), 85-95.
7. Hong, J. W., & Cameron, G. T. (2018). Theoretical evolution of public relations: A bibliometric analysis of the Public Relations Review, 1975–2016. Public Relations Review, 44(4), 522-534.
8. Waters, R. D., Tindall, N. T., & Morton, T. S. (2011). New media and public relations. Journal of Public Relations Research, 23(2), 197-214.
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. Wilkins, L., & Tufte, T. (2014). Public relations campaigns and creative strategies: An examination of creativity in PR campaigns in the UK. Journal of Marketing Communications, 20(5), 333-349.

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