LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC13
Subject Title	:	Public Relations Communication Technique
Subject Specification	:	For students in Public Relations & Digital Communication Major

Subject Overview : This program prepares graduates to be able to practice PR techniques effectively in companies, organizations or the wider community. The main objective of the concentration of this course is to instill awareness of the importance of communication in a company and society, so that graduates are able to make strategies and plans for public relations activities that can enhance the image of a company or organization.

Course Objectives :

1. Acquire practical skills and knowledge in various PR techniques and strategies, including media relations, crisis communication, social media management, and event planning.
2. Understand the significance of effective communication in both organizational and societal contexts.
3. Enhance skills in analyzing communication challenges, identifying opportunities, and formulating effective PR solutions.

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 : Enhance skills in analyzing communication challenges, identifying opportunities, and formulating effective PR solutions.
- Skill : Enhance skills in analyzing communication challenges, identifying opportunities, and formulating effective PR solutions.
- Attitude : Willingness to collaborate with colleagues, stakeholders, and partners to achieve common goals and objectives through effective communication

Course content :

Week	Topic
1	Public Relations Communication Technique Part I (Introduction)
2	Public Relations Communication Technique Part II (PR tools and technique)
3	Public Relations Stakeholder
4	Determining Target Public
5	Strategy and tactic
6	Understanding the Media
7	Assignment/ Quiz/ Review
8	**Individual Learning**
9	Digital Public Relations
10	PR in Social Media
11	Artificial Intelligence in Public Relations
12	Netizen in Public Relations
13	PR Strategic Thinking
14	Public Relations Measurement
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 above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Public Relations Communication Technique Part I (Introduction)	a. Overview of the importance of communication in public relations. b. Definition of public relations communication techniques and their role in building relationships, managing reputation, and achieving organizational goals. c. Explanation of how effective communication strategies contribute to the success of PR campaigns and initiatives.	1. Lecturer's presentation 2. Question and answer
2	Public Relations Communication Technique Part II (PR tools and technique)	a Overview of the diverse array of tools and techniques used in public relations (PR). b Importance of selecting the right tools and techniques to achieve PR objectives effectively. c Explanation of how PR tools and techniques support various aspects of PR practice, including media relations, digital communication, event management, crisis communication, and stakeholder engagement.	1. Lecturer's presentation 2. Question and answer
3	Public Relations Stakeholder	a Introduction to PR Stakeholders b Identification of PR Stakeholders c Community and Social Stakeholders d Measurement and Evaluation of Stakeholder Relations	1. Lecturer's presentation 2. Class discussion 3. Question and answer

4	Determining Target Public	a. Definition of target publics in the context of public relations (PR). b. Importance of identifying and understanding target publics for effective PR campaigns. c. Overview of the process of determining target publics and its role in PR strategy development.	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Strategy and tactic	a. Overview of the importance of strategy and tactics in determining communication techniques for public relations. b. Explanation of how strategic planning guides the selection and implementation of communication techniques to achieve PR objectives effectively.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Understanding the Media	a. Overview of the evolving media landscape and its impact on public relations (PR) practice. b. Importance of understanding the media ecosystem for effective PR strategy and communication. c. Explanation of different types of media, including traditional (print, broadcast) and digital (online, social media) platforms.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
8	**Individual Learning**		
9	Digital Public Relations	a Definition of digital public relations (PR) and its	1. Lecturer's presentation 2. Class discussion

		significance in the modern communication landscape. b Explanation of how digital PR integrates traditional PR principles with digital technologies and platforms. c Overview of the evolving role of digital PR in enhancing organizational visibility, reputation management, and stakeholder engagement.	3. Question and answer
10	PR in Social Media	a Overview of the intersection between public relations (PR) and social media. b Importance of social media in modern PR practice for building relationships, managing reputation, and engaging with audiences. c Explanation of how social media platforms serve as key communication channels for PR professionals to disseminate messages and interact with stakeholders.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Artificial Intelligence in Public Relations	a. Overview of AI and its increasing relevance in the field of public relations (PR). b. Explanation of how AI technologies, such as machine learning, natural language processing, and sentiment analysis, are transforming PR practices. c. Importance of understanding AI's potential impact on PR strategy, communication tactics, and stakeholder engagement.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Netizen in Public Relations	a. Definition of netizen: Explaining the term "netizen" as individuals who actively engage in online communities and social media platforms. b. Importance of understanding netizen behavior and perceptions in	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		shaping public relations (PR) strategies and tactics. c. Overview of the role of netizens in influencing public opinion, shaping brand reputation, and driving online conversations.	
13	PR Strategic Thinking	a. Definition of strategic thinking in the context of public relations (PR). b. Importance of strategic thinking in PR practice for achieving organizational goals and objectives. c. Overview of the role of PR strategic thinking in shaping communication strategies, building relationships, and managing reputation.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Public Relations Measurement	a. Overview of the importance of PR measurement in evaluating the effectiveness and efficiency of PR programs. b. Explanation of how PR measurement helps assess the impact of PR activities on organizational goals and objectives. c. Introduction to key concepts and metrics used in PR measurement, including outputs, outcomes, and impact.	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
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 :

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3. 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.
4. Gregory, A., & Willis, P. (2017). Strategic Public Relations Leadership. Routledge.
5. Van Ruler, B., & Vercic, D. (2020). Public Relations and Communication Management: An Aotearoa/New Zealand Perspective. Massey University Press.
6. Kelleher, T. (2020). Public Relations and Social Media: A Literature Review and Directions for Future Research. International Journal of Strategic Communication, 14(2), 74-91. doi:10.1080/1553118X.2019.1686292
7. Heath, R. L. (2013). A Rhetorical Model of Public Relations. Journal of Public Relations Research, 25(4), 271-293. doi:10.1080/1062726X.2013.802674
8. Chun, H. (2018). From Practice to Theory: Toward a Typology of Public Relations Communication. Journal of Public Relations Research, 30(3), 109-127. doi:10.1080/1062726X.2018.1480345
9. Kim, S., Lee, J., & Choi, Y. (2018). Effects of Media Richness and Media Strategy on Social Media Adoption: Focusing on Twitter in the PR Industry. Public Relations Review, 44(3), 319-328. doi:10.1016/j.pubrev.2018.05.005
10. Xu, S., & Zhang, X. (2019). How Public Relations Efforts Work: Testing Mediating Mechanisms in the Relationship Between Public Relations and Organizational Outcomes. Journal of Public Relations Research, 31(3), 127-148. doi:10.1080/1062726X.2019.1616747

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