Description of Course Unit

Course unit title	Cyber Public Relations ##
Course unit code	IT081339
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Fourth year
Semester/trimester when the course unit is delivered	Eighth semester
Number of ECTS credits allocated	4.8
Name of lecturer(s)	-
Learning outcomes of the course unit	1. Mampu mengetahui pentingnya beradaptasi pada perubahan 2. Mampu mengetahui Konsep Cyber Pubic Relations 3. Mampu mengetahui Konsep Cyber Pubic Relations 4. Mampu mengetahui network and global mindset 5. Mampu memahami rancangan strategi komunikasi public relations dalam dunia digital 6. Mengetahui penerapan cyber public relations dalam praktek dunia kerja maupun riset
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	-
Course content	1. Era Digital 4.0 2. Digital Public Relations 3. Digitl Media 4. Media Sosial 5. Digital Public Relations Stakholders 6. Stakeholders Relation (Customer, Employee, Investor, Community, Government) 7. Corporate Communication 8. Marketing Public Relations 9. Public Relaions Writing on Net 10. Endorsment Sebagai Public Relations Tools 11. Kompetensi Public Relation Officer di Era Digital 12. Etika Public Relation di Era Digital 13. Peluang Karir Profesi Public Relations 14. Riset Digital Public Relations

Recommended or required reading and other learning resources/tools	1. Aronson, Marry. et al. 2007. The Public Relations Writers Handbook: The Digital Age (2nd Edition). Josey Bass: San Fransico. 2. Seitsel, Fraser P. 2017. The Practice of Public Relations. Pearson 3. Harison, E Brush. 2014. How Leaders Communicate and How Communicators Lead in Today's Global Enterprise. Business Expert Press: New York. 4. Oliver, Sandra. 2007. Public Relations Strategy. Kogean Page: London 5. Tench, Ralph & Yeomans, Liz. 2006. Exploring Public Relations: Global Strategic Communication. Pearson: United Kingdom. 6. Scott, Meerman David. 2010. The New Rules of Marketing and PR: How to Use Sociatgl Media, Blogs, News Releases, Online Video, & Viral Marketing to Reach Buyers Directly (2nd Edition). Wiley & Son: Canada. 7. Theaker, Alison. 2001. The Public Relations Handbook (2nd Edition). Routledge: New York. 8. [8] Philip, David & Young Philip. 2009. Online Public Relations: A practical guide to developing an online strategy in the world of social media. Kogean Page: London. 9. Dilenschneider, Robert L. 2010. The AMA Handbook of Public Relations: Leveraging PR in The Digital World. Amacomm: New York. 10. Richardson, Brittain Kathy & Hinton, Marcie. 2015. Applied Public Relations: Case In Stakeholders Management. Routledge: London. 11. Kriyantono, Rachmat. 2008. Public Relations Writing: Teknik Produksi Media Public Relations dan Publisitas Korporat. Prenadamedia Group: Jakarta. 12. Darmawan, Deni. 2012. Pendidikan Teknologi Informasi dan Komunikasi. Rosda Karya: Bandung. 13. Nasrullah, Rulli. 2014. Teori dan Riset Media Siber (Cybermedia). Prenadamedia Group: Jakarta. 14. Hutapea, Parulian & Thoha, Nurianna. 2008. Kompetensi Plus: Teori, Desain, Kasus, dan Penerapan untuk HR dan Organisasi yang Dinamis. Gramedia: Jakarta. 15. Nasrullah. Rulli. 2017. Media Sosial: Perspektif Komunikasi, Budaya dan Sosioteknologi. Simbiosa Rekatama Media: Bandung
Planned learning activities and teaching methods	Kuliah, Diskusi, Tanya Jawab, E-learning: https://vclass. gunadarma.ac. id (PPT/PDF - Presensi – Referensi).
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Menjawab pertanyaan dosen, Merangkum materi kuliah, Kuis, Tugas dan Presentasi

Cyber Public Relations Assessment Rubric

Writing project on conventional platform.

Direction: chose one of the following topics as writing project topic.

1. Create a paper related to deepening material on public relations 4.0, digital public relations, principles of implementing digital public relations, the main focus of digital public relations. The content is printed and presented
2. Create a paper about research trends in digital studies public relations. The content is printed and presented

Writing project on digital platform.

Direction: chose one of the following topics as writing project topic.

1. Create company press releases on social media and websites. The content is presented.
2. Make a short video about career opportunities in the public relations profession in the digital era. The content is recorded and presented

Mid-term test for English creative writing course.

Direction: Do multiple choice questions from all the material that has been studied

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in a the the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.
5	Creativity and Originality	Skilled in video editing, good videos, interesting presentation concepts and personal work, not taking from other people's work	Good videos, interesting presentation concepts and personal work, not taking from other people's work	lack of skill in video editing, video shooting is not good, the presentation concept is less attractive	lack of skill in video editing, the video shooting is not good, the presentation concept is less interesting and many people copy other people's work	The video shooting is not good, the sound is unstable, there is a lot of noise, the presentation concept is not attractive and imitates other people's work