

**Description of Course Unit**

Course unit title	Public Relations
Course unit code	IT081230
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)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students are able to understand the concept of public relations.</li> <li>2. Students are able to explain about identity, image, and reputation in public relations.</li> <li>3. Students are able to explain about communication media in public relations.</li> <li>4. Students are able to explain about media relations.</li> <li>5. Students are able to explain about issues and crisis in public relations.</li> <li>6. Students are able to explain about ethics and international public relations.</li> <li>7. Students are able to explain about electronic public relations.</li> <li>8. Students are able to explain the challenges of public relations in the digital and artificial intelligence era.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	English language course
Course content	<ol style="list-style-type: none"> <li>1. The history of public relations in the world and in Indonesia</li> <li>2. The concept, function, and role of public relations</li> <li>3. The difference between public relations and other fields</li> <li>4. The process of public relations</li> <li>5. Publics and public opinion in public relations activities</li> <li>6. Identity, image, and reputation in public relations</li> <li>7. Communication media in public relations</li> <li>8. Media Relations</li> <li>9. Issues and crisis in public relations</li> <li>10. Government public relations</li> <li>11. International public relations</li> <li>12. Ethics in public relations</li> </ol>

	<p>13. E-Public Relations</p> <p>14. Challenges of public relations in the digital era and artificial intelligence</p>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Anderson, Lisa, &amp; Koshy, Swapna. (2021). Public Relations Crisis Communications : A New Model. Routledge</li> <li>2. Broom, G. M &amp; Sha, B.L (2013). Cutlip &amp; Center's Effective Public relations (11<sup>th</sup> ed.). United State of America : Prentice Hall</li> <li>3. Cutlip, S. M., Center, A. H., &amp; Broom, G. M. (2006). Effective Public relations. New Jersey : Pearson Prentice Hall</li> <li>4. Grunic, J. E. (2011). Public Relations and strategic management : In</li> <li>5. Haig, Matt. (2000). E-PR : The essential to public relations on the internet. USA : Kogan Page</li> <li>6. Larrisa A. Grunig, James E. Grunig, David M. Dozier (2002). Excellent Public Relations and Effective Organizations : A Study of Communications Management in three Countries. Mahwah, NJ : Lawrence Erlbaum Associates</li> <li>7. Ralph Tench, Stephen Waddington. (2020). Exploring Public relations and Management Communication (5<sup>th</sup> ed.). New Jersey : Pearson Education</li> <li>8. Seitsel, Fraser P. 2017. The Practice of Public Relations. Pearson</li> <li>9. Wilcox, Dennis L;Cameron, Glen T;Reber, Bryan H. (2015). Public relations : Strategies and Tactics. New Jersey : Pearson</li> </ol>
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, Answering the lecturer's questions, summarizing lecture material, quizzes, assignments, and presentations.

## Public Relations assessment rubric

### Writing project on conventional platform.

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

1. Creating a paper, the conceptual of history and conceptual public relations along with examples is printed and presented
2. Creating creative and engaging about company press release and press conference strategies

### Writing project on digital platform.

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

1. Creating creative of writing public relations company activities in digital platform
2. Conduct case studies in challenges of public relations in the digital and artificial intelligence era

### 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 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.



