



**Universitas Negeri Surabaya**  
**Faculty of Social and Legal Sciences**  
**Communication Science Bachelor Study Program**

**Document Code**

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Introduction to Public Relations	7020103058	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	2	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Mutiah, M.I.Kom		Mutiah, M.I.Kom			Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.	

<b>Learning model</b>	<b>Case Studies</b>																																																																		
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																		
	<b>PLO-9</b>   Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms.																																																																		
	<b>Program Objectives (PO)</b>																																																																		
	<b>PO - 1</b>   Students are able to analyze the work of professional public relations institutions																																																																		
	<b>PO - 2</b>   Students are able to apply public relations knowledge in solving problems and utilizing developments in information and communication technology																																																																		
	<b>PLO-PO Matrix</b>																																																																		
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td>PLO-9</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> </table>	P.O	PLO-9	PO-1		PO-2																																																													
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																			
<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																
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PO-2																																																																			

**Short Course Description** | This course examines the definition and scope of public relations, duties and functions of public relations, stakeholders, various public relations products, public relations organizations, media relations, company reputation, corporate culture, public relations and social media, PR ethics. Learning is carried out for one semester using lecture, discussion, presentation and simulation methods. Assessment is carried out through written and performance tests.

**References**

**Main :**

- Lattimore, dkk. 2010. Public Relations: Profesi & Praktik ed. 3 . Jakarta: Salemba Humanika
- Cutlip, Scott M., Allen H. Center & Glen M. Broom. 2009. Effective Public Relations Ed.9 . Jakarta: Kencana Prenada Media
- Soemirat, Soleh & Elvinaro Ardianto. 2010. Dasar-dasar Public Relations . Bandung: Rosda Karya
- Suhandang, Kustadi. 2004. Public Relations Perusahaan . Bandung: Penerbit Nuansa

**Supporters:**

**Supporting lecturer** | Vinda Maya Setianingrum, S.Sos., M.A.  
 Tsuroyya, S.S., M.A.  
 Puspita Sari Sukardani, S.T., M.Med.Kom.  
 Mutiah, S.Sos., M.I.Kom.  
 Tatak Setiadi, M.A.

Week-	Final abilities of each learning	Evaluation	Help Learning, Learning methods, Student Assignments, [ Estimated time]	Learning materials	Assessment Weight (%)
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	stage (Sub-PO)	Indicator	Criteria & Form	Offline ( offline )	Online ( online )	[ References ]	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to understand the basic concepts of public relations (public relations)	1.Explain the scope and meaning of PR 2.Distinguish between PR and marketing, advertising and publication 3.Explain the history of the development of PR	<b>Criteria:</b> Can understand the basic concepts of public relations  <b>Form of Assessment :</b> Participatory Activities	Pulpit lecture, Question and answer, Discussion 3 X 50		<b>Material:</b> Basics of Homework <b>Reader:</b> <i>Soemirat, Soleh &amp; Elvinaro Ardianto. 2010. Basics of Public Relations. Bandung: Rosda Karya</i>	2%
2	Students understand the role, duties & functions of PR in organizations	1.Explain the role of PR in organizations 2.Identify managerial functions & PR staff 3.Explain the advantages and disadvantages of internal departments VS external PR departments	<b>Criteria:</b> Can understand the role, duties & functions of PR in the organization  <b>Form of Assessment :</b> Participatory Activities	Pulpit lecture. Question and answer. Discussion 3 X 50		<b>Material:</b> The role of PR in organizations <b>Reader:</b> <i>Soemirat, Soleh &amp; Elvinaro Ardianto. 2010. Basics of Public Relations. Bandung: Rosda Karya</i>	2%
3	Students recognize and identify homework problems	Identify PR problems and distinguish them from other problems	<b>Criteria:</b> The assessment sheet  <b>Form of Assessment :</b> Participatory Activities	- Presentation - Question and answer - Discussion 3 X 50		<b>Material:</b> Issues in PR <b>Reference:</b> <i>Cutlip, Scott M., Allen H. Center &amp; Glen M. Broom. 2009. Effective Public Relations Ed.9. Jakarta: Kencana Prenada Media</i>	3%
4	Students are able to understand the concept of public	Explain the concept of public. Identify internal and external publics. Explain the importance of maintaining relationships with the public	<b>Criteria:</b> Can understand the concept of public  <b>Form of Assessment :</b> Participatory Activities	- Lecture - Question and answer - Discussion 3 X 50		<b>Material:</b> Public <b>Bibliography:</b> <i>Cutlip, Scott M., Allen H. Center &amp; Glen M. Broom. 2009. Effective Public Relations Ed.9. Jakarta: Kencana Prenada Media</i>	2%
5	Students are able to understand the mechanism of PR tools or PR devices	- Identifying PR tools - Internal media and external media - Characteristics of PR media	<b>Criteria:</b> Can understand and explain the mechanism of PR tools  <b>Form of Assessment :</b> Participatory Activities	- Presentation - Question and answer - Discussion 3 X 50		<b>Material:</b> PR work <b>Reference:</b> <i>Lattimore, et al. 2010. Public Relations: Profession &amp; Practice ed. 3 . Jakarta: Salemba Humanika</i>	0%

6	Students understand the concepts and theories of media relations	- identify opportunities and threats in the mass media - explain the importance of maintaining good relations with the media - prepare a press conference plan	<b>Criteria:</b> Can understand and explain theory and practical implementation in PR activities	- Presentation - question and answer - discussion 3 X 50		<b>Material:</b> PR theory <b>Bibliography:</b> <i>Latimore, et al. 2010. Public Relations: Profession &amp; Practice ed. 3 . Jakarta: Salemba Humanika</i>	3%
7	Students are able to make simple press releases	- making a written outline - conducting resource interviews - holding a press conference	<b>Criteria:</b> Can apply theoretical knowledge about PR in writing press releases  <b>Form of Assessment :</b> Participatory Activities	- Lectures - Questions and answers - 3 X 50 field assignments		<b>Material:</b> Press release <b>Bibliography:</b> <i>Cutlip, Scott M., Allen H. Center &amp; Glen M. Broom. 2009. Effective Public Relations Ed.9. Jakarta: Kencana Prenada Media</i>	5%
8	Master the final abilities of encounters 1-7	Explain, identify and create basic concepts of public relations	<b>Criteria:</b> Assessment sheet, maximum score 100  <b>Form of Assessment :</b> Test	3 X 50 test		<b>Material:</b> PR theory <b>Reader:</b> <i>Soemirat, Soleh &amp; Elvinaro Ardianto. 2010. Basics of Public Relations. Bandung: Rosda Karya</i>	24%
9	Students understand the concept of company image and reputation	- define imaging - explain imaging activities - outline how to build a company image	<b>Criteria:</b> Can analyze PR reputation  <b>Form of Assessment :</b> Participatory Activities	- lecture - presentation 3 X 50		<b>Material:</b> <b>Bibliographic Reputation :</b> <i>Cutlip, Scott M., Allen H. Center &amp; Glen M. Broom. 2009. Effective Public Relations Ed.9. Jakarta: Kencana Prenada Media</i>	2%
10		Students are able to analyze PR issues in organizations	<b>Criteria:</b> Students apply knowledge of PR theory to analyze issues  <b>Form of Assessment :</b> Participatory Activities	Presentation, Discussion		<b>Material:</b> Bibliography Issue : <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	0%
11	Students understand crisis management in PR	Able to analyze crises in organizations	<b>Criteria:</b> Implementing PR theory to see crises in organizations  <b>Form of Assessment :</b> Participatory Activities	Presentations, discussions		<b>Material:</b> Crisis <b>Literature:</b> <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	3%
12		Able to design proposals for overcoming PR crises in organizations	<b>Criteria:</b> Complete the proposal, maximum score is 100  <b>Form of Assessment :</b> Participatory Activities	Projects, discussions		<b>Material:</b> PR Crisis <b>Literature:</b> <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	7%

13	Students design solutions to crises in organizations	Able to present solutions to resolve PR crises systematically	<b>Criteria:</b> Complete the project, maximum value 100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Project, Discussion		<b>Material:</b> PR Crisis <b>Literature:</b> <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	10%
14	Students understand the PR professional code of ethics	Able to explain the PR professional code of ethics	<b>Criteria:</b> Can answer written questions, maximum score is 100  <b>Form of Assessment :</b> Participatory Activities	lecture, discussion		<b>Material:</b> PR code of ethics <b>Reader:</b> <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	2%
15	Students understand the legal rules related to the PR profession	Understand the legal rules that apply in the PR profession	<b>Criteria:</b> Can answer written questions, maximum score is 100  <b>Form of Assessment :</b> Participatory Activities	Lectures, discussions		<b>Material:</b> Regulations related to PR <b>Library:</b> <i>Soemirat, Soleh &amp; Elvinaro Ardianto. 2010. Basics of Public Relations. Bandung: Rosda Karya</i>	3%
16	Students are able to understand the concept of professional PR	Students are able to analyze case studies related to the PR profession	<b>Criteria:</b> Written test, maximum score is 100  <b>Form of Assessment :</b> Test	Test		<b>Material:</b> professional PR <b>Reference:</b> <i>Suhandang, Kustadi. 2004. Corporate Public Relations. Bandung: Nuansa Publishers</i>	35%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	31%
2.	Project Results Assessment / Product Assessment	10%
3.	Test	59%
		100%

#### Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.

12. TM=Face to face, PT=Structured assignments, BM=Independent study.