



**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												
Public Relations Management	7020103038		T=3 P=0 ECTS=4.77	4	July 17, 2024												
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator													
	Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.													
Learning model	Case Studies																
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																
	PLO-9	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.															
	Program Objectives (PO)																
	PLO-PO Matrix																
		P.O		PLO-9													
	PO Matrix at the end of each learning stage (Sub-PO)																
	P.O	Week															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Short Course Description	Examining the substance of the crisis in public relations, information systems, internal and external influences from a PR perspective, as well as evaluating PR programs. Learning is carried out for one semester with an exposition-discovery learning strategy, the methods used are lectures, discussions, case studies, simulations, and practice in creating public relations programs. Assessment is carried out through written tests, performance and activity program evaluation.																
References	Main :																
	<ol style="list-style-type: none"> 1. Cutlip, SM. Center, AH, & Broom, GM. Effective Public Relations. Edisi ketujuh. Englewoods Cliff NJ: Prentice Hall International. 2. Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston. 3. Iriantara, Yosol.2004. Manajemen Strategis Public Relations. Jakarta: Ghalia. 4. Kasali, Rhenald. 1994. Manajemen Public Relations. Jakarta: Pustaka Grafiti. 5. Moore, Frazier.2004. Humas: Membangun Citra Dengan Komunikasi. Bandung: Rosda. 6. Morrisian. 2008. Manajemen Public Relations, Strategi Menjadi Humas Profesional. Jakarta: Kencana. 7. Widodo.2006. Membangun Usaha dengan Kekuatan Image. Yogyakarta: Penerbit Pinus. 8. Putra, I Gusti Ngurah. 1999. Manajemen Hubungan Masyarakat. Yogyakarta: Penerbit Atmajaya. 																
	Supporters:																
Supporting lecturer	Oni Dwi Arianto, S.S., M.I.Kom. Vinda Maya Setianingrum, S.Sos., M.A. Tsuroyya, S.S., M.A. Gilang Gusti Aji, S.I.P., M.Si. Tatak Setiadi, M.A.																
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)										
		Indicator	Criteria & Form	Offline (offline)	Online (online)												

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Able to explain and understand the definition of public relations, public and PR crisis	- Explain the history of PR - Identify the public - State the scope of PR activities - Explain the position of PR in the organizational structure	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lecture, question and answer platform, and discussion 3 X 50		Material: Able to explain and understand the definition of public relations, public relations and the PR crisis. Reference: <i>Moore, Frazier. 2004. Public Relations: Building an Image with Communication. Bandung: Rosda.</i>	2%
2	Able to outline the steps of PR management activities	Identify procedural steps for PR activities	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lecture, question and answer platform, and discussion 3 X 50		Material: Able to describe the steps of PR management activities Library: <i>Iriantara, Yosai. 2004. Strategic Public Relations Management. Jakarta: Ghalia.</i>	2%
3	Students are able to formulate public relations problems	students can find examples of public relations cases students can identify the type of crisis students can determine the research used	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lecture, question and answer platform, and discussion 3 X 50		Material: Students are able to formulate public relations problems References: <i>Kasali, Rhenald. 1994. Public Relations Management. Jakarta: Graffiti Library.</i>	2%
4	Students are able to understand strategies for formulating public relations messages	Students are able to explain strategies for formulating public relations messages	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer podium, discussions, and 3 X 50 assignments		Material: Students are able to understand strategies for formulating public relations messages. Reference: <i>Moore, Frazier. 2004. Public Relations: Building an Image with Communication. Bandung: Rosda.</i>	2%
5	Students are able to understand strategies for formulating public relations messages	Students are able to explain strategies for formulating public relations messages	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer podium, discussions, and 3 X 50 assignments		Material: Students are able to understand strategies for formulating public relations messages. References: <i>Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston.</i>	2%

6	Students are able to understand strategies for formulating public relations messages	Students are able to explain strategies for formulating public relations messages	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer podium, discussions, and 3 X 50 assignments		Material: Students are able to understand strategies for formulating public relations messages. Reference: Moore, Frazier.2004. <i>Public Relations: Building an Image with Communication.</i> Bandung: Rosda.	2%
7	Students are able to prepare a budget for public relations activities	Students are able to explain the budget for public relations activities	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Presentation and discussion 3 X 50		Material: Students are able to prepare a budget for public relations activities. Reader: Kasali, Rhenald. 1994. <i>Public Relations Management.</i> Jakarta: Graffiti Library.	2%
8	Master the final abilities of encounters 1-7	Explain, identify and prepare public relations programs and budgets	Criteria: The assessment sheet Form of Assessment : Participatory Activities, Tests	3 X 50 test			30%
9	Students are able to understand the evaluation of the PR program	Students are able to explain the evaluation of the PR program	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand the Evaluation of the PR program Library: Iriantara, Yosai.2004. <i>Strategic Public Relations Management.</i> Jakarta: Ghalia.	3%
10	Students are able to understand PR program evaluation	Students are able to explain the evaluation of the PR program	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand the evaluation of the PR program Reader: Cutlip, SM. Center, A.H., & Broom, GM. <i>Effective Public Relations. Seventh edition.</i> Englewoods Cliff NJ: Prentice Hall International.	2%
11	Students are able to understand company profile PR	Students are able to create a PR company profile	Criteria: The assessment sheet Form of Assessment : Participatory Activities, Tests	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand Company profile PR Library: Morrisan. 2008. <i>Public Relations Management, Strategies for Becoming a Professional Public Relations Officer.</i> Jakarta: Kencana.	2%

12	Students are able to understand company profile PR	Students are able to create a PR company profile	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand Company profile PR Library: <i>Morrisan. 2008. Public Relations Management, Strategies for Becoming a Professional Public Relations Officer. Jakarta: Kencana.</i>	2%
13	Students are able to understand company profile PR	Students are able to create a PR company profile	Criteria: The assessment sheet Form of Assessment : Participatory Activities	Presentation and discussion 3 x 50		Material: Students are able to understand Company profile PR Library: <i>Morrisan. 2008. Public Relations Management, Strategies for Becoming a Professional Public Relations Officer. Jakarta: Kencana.</i>	2%
14	Students are able to understand the benefits of online homework and creating blogs	Students are able to explain the benefits of online homework and creating blogs	Criteria: The assessment sheet Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand the benefits of online homework and create a blog. Reference: <i>Iriantara, Yosol.2004. Strategic Public Relations Management. Jakarta: Ghalia.</i>	2%
15	Students are able to understand the benefits of online homework and creating blogs	Students are able to explain the benefits of online homework and creating blogs	Criteria: The assessment sheet Form of Assessment : Participatory Activities, Tests	Lectures, question and answer pulpit, and 3 x 50 discussions		Material: Students are able to understand the benefits of online PR and create a blog. References: <i>Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston.</i>	3%
16	Final exams	UAS	Criteria: The assessment sheet Form of Assessment : Participatory Activities, Tests	Test 3 x 50			40%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	61.5%
2.	Project Results Assessment / Product Assessment	1%
3.	Test	37.5%
		100%

Notes

1. **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.
2. **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.
3. **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.
4. **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.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **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.
7. **Forms of assessment:** test and non-test.
8. **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.
9. **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.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **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.