



**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 Writing	7020103066		T=3 P=0 ECTS=4.77	7	July 12, 2023																																											
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																											
	Vinda Maya Setianingrum, S.Sos., M.A.		Vinda Maya Setianingrum, S.Sos., M.A.		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>Program Objectives (PO)</b>																																															
	<b>PLO-PO Matrix</b>																																															
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 10%;">P.O</td> <td colspan="15"></td> </tr> </table>					P.O																																									
P.O																																																
<b>Short Course Description</b>	<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																															
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 10%;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 5%;">1</td> <td style="width: 5%;">2</td> <td style="width: 5%;">3</td> <td style="width: 5%;">4</td> <td style="width: 5%;">5</td> <td style="width: 5%;">6</td> <td style="width: 5%;">7</td> <td style="width: 5%;">8</td> <td style="width: 5%;">9</td> <td style="width: 5%;">10</td> <td style="width: 5%;">11</td> <td style="width: 5%;">12</td> <td style="width: 5%;">13</td> <td style="width: 5%;">14</td> <td style="width: 5%;">15</td> <td style="width: 5%;">16</td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
P.O	Week																																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																
<b>References</b>	<b>Main :</b> 1. Aronson, Merry. 2007. The Public Relations Writer 19s Handbook: The Digital Age .Wiley Imprint: California 2. Mathilda AMW Birow. 2012. Becermin Lewat Tulisan. Gramedia: Jakarta 3. Kriyantono, Rachmad. 2008. Public Relations Writing . Kencana Prenada Media: Jakarta <b>Supporters:</b>																																															
<b>Supporting lecturer</b>	Vinda Maya Setianingrum, S.Sos., M.A. Gilang Gusti Aji, S.I.P., M.Si.																																															
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	Understand various types of information/messages in the context of public relations	Explain various types of information	<b>Criteria:</b> non-test  <b>Form of Assessment :</b> Participatory Activities	discussion lecture 3 X 50		<b>Material:</b> Various messages in the context of public relations <b>Reference:</b> Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta	2%																																									

2	Understand various PR writing tools	Identify and collect examples of homework writing	<b>Form of Assessment :</b> Participatory Activities	lecture discussion assignment 3 X 50		<b>Material:</b> Homework writing tools <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
3	Create various forms of writing in public relations	Create a backgrounder	<b>Form of Assessment :</b> Participatory Activities	lecture assignment 3 X 50		<b>Material:</b> Writing in public relations <b>Reference:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
4	Create various forms of writing in public relations	able to compile a company profile	<b>Form of Assessment :</b> Participatory Activities	lecture assignment 3 X 50		<b>Material:</b> Forms of writing in public relations <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
5	Create various forms of writing in public relations	producing corporate advertising	<b>Form of Assessment :</b> Participatory Activities, Tests	lecture assignment 3 X 50		<b>Material:</b> Forms of writing in public relations <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
6	Create various forms of writing in public relations	create corporate advertising	<b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment	presentation 3 X 50		<b>Material:</b> Forms of writing in public relations <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
7	students are able to practice copy writing for adlibs	Able to write radio advertising copy writing concepts (adlibs)	<b>Criteria:</b> non-test <b>Form of Assessment :</b> Practice / Performance	lecture 3 X 50		<b>Material:</b> Copy writing for adlibs <b>Reader:</b> <i>Aronson, Merry. 2007. The Public Relations Writer 19s Handbook: The Digital Age . Wiley Imprint: California</i>	2%
8	midterm exam		<b>Form of Assessment :</b> Participatory Activities, Tests	3 X 50			30%

9	Students understand the principles of preparing public relations speeches	Able to compose speech texts	<b>Form of Assessment :</b> Participatory Activities	lectures, individual assignments, speech practice 3 X 50		<b>Material:</b> Principles in preparing <b>public relations speeches</b> <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
10	Students understand the principles of preparing public relations speeches	Able to compose speech texts	<b>Form of Assessment :</b> Participatory Activities	lectures, individual assignments, speech practice 3 X 50		<b>Material:</b> Principles in preparing <b>public relations speeches</b> <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
11	students understand how to make a press release in a crisis situation	Able to create press releases for crisis situations	<b>Form of Assessment :</b> Participatory Activities	lectures, assignments, peer group assessment 3 X 50		<b>Material:</b> Press release for crisis situations <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
12	students understand how to make a press release in a crisis situation	Able to create press releases for crisis situations	<b>Form of Assessment :</b> Participatory Activities	lectures, assignments, peer group assessment 3 X 50		<b>Material:</b> Press release in a crisis situation <b>Reader:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	2%
13	Students understand the principles of public relations reports	Able to make activity reports in narrative and visual form	<b>Form of Assessment :</b> Participatory Activities	lecture 3 X 50		<b>Material:</b> Principles of public relations reports <b>References:</b> <i>Kriyantono, Rachmad. 2008. Public Relations Writing. Kencana Prenada Media: Jakarta</i>	3%
14	Students are able to create concepts for rubrication and internal magazine content	able to create internal magazines in groups	<b>Form of Assessment :</b> Participatory Activities	lectures, mentoring, group assignments 3 X 50		<b>Material:</b> Concept of rubrication and internal content <b>Reader:</b> <i>Mathilda AMW Birow. 2012. Reflecting Through Writing. Gramedia: Jakarta</i>	3%

15	Students are able to create concepts for rubrication and internal magazine content	able to create internal magazines in groups	<b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment	lectures, mentoring, group assignments 3 X 50		<b>Material:</b> rubrication concept and internal content <b>Reader:</b> <i>Mathilda AMW Birow. 2012. Reflecting Through Writing. Gramedia: Jakarta</i>	2%
16	Final exams	Student accuracy in taking tests	<b>Form of Assessment :</b> Participatory Activities, Tests				40%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	60%
2.	Portfolio Assessment	2%
3.	Practice / Performance	2%
4.	Test	36%
		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** 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.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.