SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
PR MANAGEMENT		8620403149	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	7	May 8, 2024
AUTHORIZATION		**SP Developer**		**Course Cluster Coordinator**			**Study Program Coordinator**	
		Dr. Ayu Wulandari, S.Pd., M.Pd. ; Dr. Amrozi Khamidi, S.Pd., M.Pd. ; Dr. Nunuk Hariyati, S.Pd., M.Pd. ; Rezki Nurma Fitria, M.Pd. dan 4 lainnya		Dr. Nunuk Hariyati, M.Pd			Syunu Trihantoyo, S.Pd., M.Pd.	

Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-5	Able to master the concepts, structure and scientific material of educational management at the managerial and technical levels in educational institutions
	PLO-6	Able to master educational management functions at strategic, tactical and operational levels
	PLO-11	Able to demonstrate a responsible attitude and collaborate in accordance with professional norms and ethics
	Program Objectives (PO)	
	PO - 1	Utilizing learning resources and information technology in applying the field of public relations management and solving problems related to public relations management both theoretically and practically and being able to adapt to the situations faced.
	PO - 2	Master the theoretical concepts of public relations management in depth and be able to formulate procedural problem solving.
	PO - 3	Able to make the right decisions based on information and data analysis and able to provide guidance in choosing various alternative solutions independently and in groups related to public relations management
	PO - 4	Responsible for self-learning performance, has understanding and experience in working together, care and tolerance in mastering the basic concepts of public relations theoretically and practically in implementing excellent service based on the ability to communicate with the public effectively, supported by reliable and skilled personality development in public relations in designing programs -public relations program within the framework of a marketing strategy for educational services based on education entrepreneurship.
	PLO-PO Matrix	

P.O	PLO-5	PLO-6	PLO-11
PO-1		✔	
PO-2	✔	✔	
PO-3			✔
PO-4			✔

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
PO-1				✔												
PO-2	✔	✔	✔		✔		✔	✔								
PO-3									✔	✔	✔	✔				
PO-4													✔	✔	✔	✔

Short Course Description	Study of the basic concepts of public relations management, public relations media, communication, public relations, public relations activities, and the implementation of public relations and marketing management in the world of education. Lectures are carried out using a system of presentations and discussions, providing information, critical reviews of journals, field observations/academic visits at advanced/superior educational institutions, presentations of observation results and collective reflection.
References	**Main :**

1. Cutlip, Scott M., Allen H. C, & Glen . M. Broom. 2000. Effective Public Relation. Englewood Cliffs. New Jersey: Prentice Hall.
2. Davis, A. 2005. Everything You Should Know About Public Relations. Jakarta: PT.Elex Media Komputindo.
3. Effendy, M. 2010. Manajemen Humas di Lembaga Pendidikan. Malang. UMM Press.
4. Grant, Carl. A. 1979. Community Participation in Education: School and the Symbolic uses of Community Participation . Boston. Allyn and Bacon, Inc.
5. Gorton, R. A. 1976. School Administration. Dubuque, Lowa: Wm C. Brown Company Publisher.
6. Handerson, A. 2002. A New Wave of Evidence: Family and Community Connection with School . Texas: Southwest Educational Development Library.
7. Hoy, W.K. dan Cecil, C.G. 2001. Educational Administration: Theory, Research and Practice 6th ed. New York: Mc Graw Hill.
8. Kasali, R. 1994. Manajemen Public Relations: Konsep dan Aplikasi di Indonesia, Jakarta: Pustaka Utama Grafiti.
9. Keith, S. dan Girling, R.H. 1991. Educational, Management, and Participation: New Directions in Educational Administration. Boston: Allyn and Bacon.
10. Kowalski, Theodore J. 2004. Public Relations in School . New Jersey: Pearson, Merrill Prentice.
11. Leslie.W.K, Bagin Don, and Donald R.G.1984. The School and Community Relations 3rd Edition. Englewood Cliffs, N.J: Prentice Hall.
12. Peraturan Menteri Pendidikan dan Kebudayaan Nomor 75 Tahun 2016 tentang Komite Sekolah
13. Rahmat, A. 2016. Manajemen Humas Sekolah. Yogyakarta: Media Akademi.
14. Rosady R. 2001. Manajemen Public Relations: Konsep dan Aplikasinya , Jakarta: PT Raja GrafindoPersada.
15. Unruh, A. & Willer, R.A. 1974. Public Relations for School. Belmont California: Liar Siagler Inc./Fearon Publishers.
16. Zulkarnain N, Manajemen Humas Di Lembaga Pendidikan, Konsep, Fenomena, Dan Aplikasinya , (Malang: UMM Press, 2006).
17. Referensi lainnya yang relevan.

Supporters:	

Supporting lecturer	Dr. Amrozi Khamidi, S.Pd., M.Pd. Dr. Nunuk Hariyati, S.Pd., M.Pd. Dr. Ima Widiyanah, M.Pd. Dr. Ayu Wulandari, S.Pd., M.Pd. Ainur Rifqi, S.Pd., M.Pd. Dr. Agustin Hanivia Cindy, M.Pd. Aditya Chandra Setiawan, S.Pd., M.Pd. Rezki Nurma Fitria, M.Pd.

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	Students can understand the History of Public Relations	1. Students know the Tuition Contract in one semester 2. Students know the Semester Study Plan (RPS) 3. Students know the history of public relations	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Participatory Activities		Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Lecture Contract, RPS and History of Public Relations **Reference:** *Kowalski, Theodore J. 2004. Public Relations in School. New Jersey: Pearson, Merrill Prentice.*	5%
2	Students can understand the Basic Concepts of Public Relations Management	1. Students know the concept of public relations 2. Students know the Types of Society 3. Students know the Responsibilities and Principles of Public Relations 4. Students know the concept of Public Relations Management 5. Students know the Process, Types, Roles, Objectives of Public Relations Management 6. Students know the Duties, Functions and Principles of Public Relations Management	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Participatory Activities		Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Basic Concepts of Public Relations Management **Reference:** *Zulkarnain N, Public Relations Management in Educational Institutions, Concepts, Phenomena, and Applications, (Malang: UMM Press, 2006).*	5%
3	Students can understand Communication in Public Relations	1. Students know the concept of communication and communication science 2. Students know the Communication Process and its application in public relations 3. Students know Communication Problems in Public Relations (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Participatory Activities		Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Public (Community Groups) and Public Opinion in Public Relations **Literature:** *Rahmat, A. 2016. School Public Relations Management. Yogyakarta: Media Academy.*	5%
4	Students can understand the Public (Community Groups) and Public Opinion in Public Relations	1. Students know the concept of public (internal and external community groups) 2. Students know Public Opinion 3. Students know attitudes in forming opinions and managing attitudes 4. Students know Public Problems and Opinions in Public Relations (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Participatory Activities		Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Public (Community Groups) and Public Opinion in Public Relations **Reference:** *Kasali, R. 1994. Public Relations Management: Concepts and Applications in Indonesia, Jakarta: Pustaka Utama Grafiti.*	5%

			Criteria:				
5	Students can understand Organizational Culture, Ethics and Etiquette in Public Relations	1. Students know the concept of organizational/institutional culture 2. Students know the concepts and differences between ethics and etiquette 3. Students know examples of ethics and etiquette in public relations 4. Students know the Problems of Ethics and Etiquette in Public Relations (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers	**Material:** Organizational Culture, Ethics and Etiquette in **Public Relations Reference:** *Kasali, R. 1994. Public Relations Management: Concepts and Applications in Indonesia, Jakarta: Pustaka Utama Grafiti.*	5%
6	Students can understand basic public relations techniques	1. Students know the concept of Public Relations Engineering 2. Students know the types of public relations techniques 3. Students know examples of implementing public relations techniques 4. Students know the problems of implementing PR techniques (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Basic Public Relations Techniques **Library:** *Kasali, R. 1994. Public Relations Management: Concepts and Applications in Indonesia, Jakarta: Grafiti Main Library.*	5%
7	Students can understand Public Relations Protocol	1. Students know the concept of Public Relations Protocol 2. Students know the Legal Basis for Protocol (Government/Education/Private Institutions) 3. Students know examples of implementing Public Relations Protocols (National Government/Education/Private Institutions) 4. Students know examples of implementing Public Relations Protocols (Government/Education/International Private Institutions) 5. Students know the problems of implementing Public Relations Protocols (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Public Relations Protocol **Literature:** *Kasali, R. 1994. Public Relations Management: Concepts and Applications in Indonesia, Jakarta: Pustaka Utama Grafiti.*	5%
8	UTS	Students are able to do structured UTS questions	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Essay Exam 3 X 50	Essay Exam 3 X 50	**Material:** UTS **Library:** *Rahmat, A. 2016. School Public Relations Management. Yogyakarta: Media Academy.*	15%
9	Students can understand Building a Public Image	1. Students know the concept of public image 2. Students know Public Aspiration Strategies (Comparative Literature Study from previous research results) 3. Students know the problems of building a public image (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Public Relations Techniques **Reference:** *Kowalski, Theodore J. 2004. Public Relations in School. New Jersey: Pearson, Merrill Prentice.*	5%
10	Students can understand Community Participation in School/Education Activities	1. Students know the concept of community participation in school/education activities 2. Students know examples of community participation in school/education activities 3. Students know the Problems of Community Participation in School/Education Activities (min 1 case study/case example)	**Criteria:** 1. Value Criteria: 2. Special: 90-100; 3. Very Good: 76-89; 4. Fair: 56-75; 5. Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Communication Management **Reader:** *Rosady R. 2001. Public Relations Management: Concepts and Applications, Jakarta: PT Raja GrafindoPersada.*	5%

11	Students can understand Marketing of Educational Services	1.Students know the concept of educational services marketing 2.Students know the Marketing Strategy for Educational Services 3.Students know the Problems of Implementing Educational Services Marketing (min 1 case study/case example)	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Marketing of educational services **Reference:** *Minister of Education and Culture Regulation Number 75 of 2016 concerning School Committees*	5%
12	Students can understand Building Partnerships with Stakeholders	1.Students know the concept of building partnerships 2.Students know how to build partnerships with other educational institutions 3.Students know how to build partnerships with the business/industrial world (DU/DI) 4.Students know how to build partnerships with non-governmental organizations (NGOs) and other stakeholders 5.Students know the Problems of Building Partnerships with Stakeholders (min 1 case study/case example)	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Building partnerships with stakeholders **Reference:** *Rahmat, A. 2016. School Public Relations Management. Yogyakarta: Media Academy.*	5%
13	Students can understand Electronic Public Relations (E-PR)	1.Students know the concept of Electronic Public Relations (E-PR) 2.Students know the difference between Public Relations (PR) and Electronic Public Relations (E-PR) 3.Students know the Electronic Public Relations (E-PR) Strategy (Comparative Literature Study from previous research results) 4.Students know the problems of implementing Electronic Public Relations (E-PR) (min 1 case study/case example)	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Electronic Public Relations **Reference:** *Effendy, M. 2010. Public Relations Management in Educational Institutions. Poor. UMM Press.*	5%
14	Students can understand the School Committee and Education Council	1.Students know the concept of the School Committee 2.Students know the concept of the Education Council 3.Students know the legal basis for school committees and education boards 4.Students know the differences between the School Committee and the Education Council 5.Students know the relationship between the School Committee and the Education Council and Public Relations Management 6.Students know the Communication Problems of School Committees and Education Councils in public relations management (min 1 case study/case example)	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** School Committee and education board **Reference:** *Cutlip, Scott M., Allen H. C, & Glen . M. Broom. 2000. Effective Public Relations. Englewood Cliffs. New Jersey: Prentice Hall.*	5%
15	Students can understand the Preparation of Public Relations Programs	1.Students know the concept of the Public Relations Program 2.Students know about Public Relations Program Planning 3.Students know the legal basis for school committees and education boards 4.Students know the differences between the School Committee and the Education Council 5.Students know the relationship between the School Committee and the Education Council and Public Relations Management 6.Students know the Communication Problems of School Committees and Education Councils in public relations management (min 1 case study/case example)	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Portfolio Assessment	Lectures and Questions and Answers 3 X 50	Lectures and Questions and Answers 3 X 50	**Material:** Preparation of public relations programs **Reader:** *Rosady R. 2001. Public Relations Management: Concepts and Applications, Jakarta: PT Raja GrafindoPersada.*	5%
16	UAS	ability in the process and student learning outcomes is a specific and measurable statement that identifies the ability or performance of student learning outcomes accompanied by evidence	**Criteria:** 1.Value Criteria: 2.Special: 90-100; 3.Very Good: 76-89; 4.Fair: 56-75; 5.Less: 0-55 **Form of Assessment** : Project Results Assessment / Product Assessment	Essay Exam 3 X 50	Essay Exam	**Material:** UAS **Library:** *Zulkarnain N, Public Relations Management in Educational Institutions, Concepts, Phenomena, and Applications, (Malang: UMM Press, 2006).*	15%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	20%
2.	Project Results Assessment / Product Assessment	50%
3.	Portfolio Assessment	30%
		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** 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.

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.