

MODULE HANDBOOK



UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminikom@unesa.ac.id website: <https://ikom.fish.unesa.ac.id/>

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Public Relations Management/ 7020103038	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	4 th / odd	Once Year	14 x meetings
1	Types of courses Lectures Structured, Assignments, Independent Study	Contact hours (3CU X 1,59 ECTS) X {(50:170) X 28,49 Workhours = 39, 97	Independent Study (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhours= 47,96	Structured Study (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhours = 47,96	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
	<p>PLO 1.A Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics.</p> <p>PLO 2.A Collaborate, develop networks and evaluate performance.</p> <p>PLO 3.A Use communication technology to support the message delivery process in the field of marketing</p>				

	<p>communications.</p> <p>PLO.4 A Develop concepts of rules and processes in communication strategies related to the fields of marketing communications and media management.</p>
	<p>CLO : <i>Students are able to 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.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Definition of public relations, public, and PR crisis 2. PR management activity steps 3. Public relations problems and strategies for formulating public relations messages 4. Prepare a budget for public relations activities 5. Understand PR program evaluation and company profile PR 6. The benefits of online PR and creating a blog
5	<p>Teaching methods <i>Lecture Course, Case Study</i></p>
6	<p>Assessment methods <i>Participation, Project/Product</i></p>
7	<p>This module/course is used in the following study program/s as well -</p>
8	<p>Responsibility for module/course <i>Elective Course</i></p>
9	<p>Other information (References)</p> <ol style="list-style-type: none"> 1. Cutlip, SM. Center, AH, & Broom, GM. Effective Public Relations. Edisi ketujuh. Englewoods Cliff NJ: Prentice HallInternational. 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