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: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
PR Writting / 7020103066	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5th / odd	Once Year	14 x meetings

1	Types of courses	Contact hours	Independent Study	Structured Study	Class size
	Lectures Structured, Assignments, Independent Study	(3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours= 39, 97	(3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	(3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	**MAX 50 STUDENT**

2	**Prerequisites for participation (if applicable)**

3	**Program Learning outcomes**

PLO 1.A
Promote an attitude of devotion to God, love for the country, responsibility, and independence, as a reflection of academic norms and ethics.

PLO 2.A
Mampu memiliki kemampuan untuk menggunakan teknologi komunikasi sebagai penunjang proses penyampaian pesandalam bidang komunikasi pemasaran.

	CLO : *Students are able to understand the basic concepts of visual communication design by combining aspects of graphic design element principles and creating visual works through graphic design software.*
4	**Subject aims/Content** (learning objectives of the course/subject material) 1. Understand the variety of information/messages in the context of public relations 2. Understand the variety of PR writing tools 3. Create various forms of writing in public relations 4. Able to practice copy writing for adlibs 5. Understand the principles in the preparation of public relations speeches 6. Students understand how to make press releases in crisis situations 7. Understand the principles of public relations reports 8. Able to conceptualize the rubrication and content of internal magazines.
5	**Teaching methods** *Lecture Course, Project based Learning.*
6	**Assessment methods** *Participation, Performance, Assignment.*
7	**This module/course is used in the following study program/s as well** -
8	**Responsibility for module/course** *Elective Course*
9	**Other information (References)** 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