



UNIVERSITAS DIPONEGORO
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI S1 ILMU KOMUNIKASI

Jl. Prof. Soedharto, Kampus Tembalang, Semarang
Telp. (024) 7465408

RENCANA PEMBELAJARAN SEMESTER (RPS)

EDISI REVISI KE - I

Mata Kuliah	Kode	Rumpun MK		Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
Public Relations Campaign	SIK21338	Communication Science		3	Genap	15 January 2021/1
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi	
	1. Amida Yusriana, M.I.Kom 2. Primada Qurrota Ayun, MA		Amida Yusriana, M.I.Kom		Rouli Manalu, Ph.D	
Capaian Pembelajaran (CP)	CPL – Prodi					
	<ul style="list-style-type: none">• A1, A2, A3, A4, A5, A6, A7, A8, A9, A10• PU2, PU3, PU4, PU5, PU6, PU7, PU8• PK3, PK5, PK6, PK7, PK8, PK11, PK12, PK13, PK14• K1, K2, K4, K5, K6, K7, K9					
	CP – MK					
	C1	Remember				
	C2	Understand				
	C3	Apply				
	C4	Train				
	C5	Evaluate				
	C6	Create				

Deskripsi Mata Kuliah		
Materi Pembelajaran/ Pokok Bahasan	This Courses contain conceptual understanding of public information, persuasive communication and research methods in communication (through planning, the execution process, to the evaluation of a public relations campaign program)	
Pustaka	Ogden, Joseph D. & Laurie J. Wilson. 2008. <i>Strategic Communications Planning</i> . Kendall/Hunt Publisng Company : Iowa Venus, Antar. 2007. <i>Manajemen Kampanye (Panduan Teoritits dan praktis dalam Mengefektifkan Kampanye Komunikasi</i> . Simbiosis : Bandung Gregory, Anne. Planning and Managing Public Relations.	
Media Pembelajaran	Perangkat keras: Computer, LCD & Projector, Audio-visual Tools	Perangkat lunak: Web online application (blog),
Team Teaching	Amida Yusriana, Primada Qurrota Ayun	
Mata Kuliah Syarat	Introduction To Communication	

Minggu	Sub-CP-MK (sebagai kemampuan akhir yang diharapkan)	Bahan Kajian/Materi Ajar	Metoda Pembelajaran [estimasi waktu]	Kriteria dan bentuk penilaian	Bobot Nilai
(1)	(2)	(3)	(4)	(5)	(6)
1	Student know the Class Contract and the basic of PR Campaign (C1,C2)	Class Contract	Lecture, discussion, group activity	Criteria: Understanding the objective of class Non-test form: Q&A	3%
2	Student are able to understand the Introduction to PR Campaign (C1,C2)	The basic understanding of PR Campaign, definition, objectives and sample	Lecture, discussion, group activity	Criteria: Understanding of concept Non-test form: Learning Journal	3%
3	Student are able to conduct research for PR Campaign (C6)	PR Campaign research, Type of research, step by step of research	Lecture, discussion, group activity	Criteria: Research Part of their proposal Non-test form: Proposal	3%
4	Student are able to conduct research for PR Campaign (C6)	PR Campaign research, Type of research, step by step of research	Lecture, discussion, group activity	Criteria: Research part for their	3%

				proposal Non-test form: Proposal	
5	Understand the goals and objectives of planning an effective communication for PR Campaign (C3)	Defining the goals and objective for PR campaign	Lecture, discussion, group activity	Criteria: Goals & Objective part in proposal Non-test form: Proposal	3%
6	Student are able to organize Strategy for their PR Campaign proposal (C3)	Defining the Strategy for PR Campaign	Lecture, discussion, group activity	Criteria: Strategy part in proposal Non-test form: Proposal	3%
7	Student are able to present and discuss about their proposal (C6)	Proposal Discussion	Discussion	Criteria: Completeness of proposal Non-test form: Proposal	3%
8	Evaluasi Tengah Semester				
9	Student are able to plan the detail of tactic, timeline & Budgeting, Evaluation for the campaign (C3)	Tactic, Timeline & Budgeting, Evaluation	Lecture, discussion, group activity	Criteria: Tactic, timeline & budgeting, evaluation Non-test form: Paper / review writing	3%
10	Able to present the whole proposal (CC6)	Presentation & Discussion	Lecture, discussion, group activity	Criteria: Completeness of proposal Non-test form: Paper / review writing	3%
11	Able to understand, apply the principles and rules of public relations campaign activities in the form of activities or events (C6)	Public Relations Campaign Activities	Consultation	Criteria: PR Activities Non-test form: Q & A	3%
12	Able to understand, apply the principles and rules of public	Public Relations Campaign Activities	Consultation	Criteria:	3%

	relations campaign activities in the form of activities or events (C6)			PR Activities Non-test form: Q & A	
13	Able to understand, apply the principles and rules of public relations campaign activities in the form of activities or events (C6)	Public Relations Campaign Activities	Consultation	Criteria: PR Activities Non-test form: Q & A	3%
14	Able to understand, apply the principles and rules of public relations campaign activities in the form of activities or events (C6)	Public Relations Campaign Activities	Consultation	Criteria: PR Activities Non-test form: Q & A	3%
15	Able to present the evaluation of the PR Campaign (C5)	Evaluation of Public Relations Campaign Activities	Lecture, discussion, group activity	Criteria: Completeness of the evaluation report Non-test form: Presentation	3%
16	Evaluasi Akhir Semester				

	CLASS OUTCOME:
1.	Proposal of PR Campaign
2.	Events and Activities for PR Campaign
3.	Report of PR Campaign

SCORING TABLE	
50%	1. Daily activities/assignment 1 st – 8 th Meeting + Proposal (25%) 2. Daily activities/assignment 9 th – 16 th Meeting+Report (25%)
25%	Mid Examination
25%	Final Examination