



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

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RENCANA PEMBELAJARAN SEMESTER (RPS)

EDISI REVISI KE – X

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
PUBLIC RELATIONS MANAGEMENT	SIK21330	Communication	3	2	August 16, 2020
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi
	Dr. Sunarto, M.Si; Yohanes Thianika Budiarsa, MGMC		Dr. Sunarto, M.Si		Rouli Manalu,Ph.D
Capaian Pembelajaran (CP)	CPL – Prodi	<p>This course contributes programmes’s achievement in attitude, knowledge, general skill and special skill. In attitude dimension, it may support students to increase their quality of life in society and country’s progress based on Pancasila (A3), to appreciate cultural diversity (A5), to cooperate and have social sensibility and concern to society and environment (A6), and have responsibility in their job and skill independently (A9). In knowledge dimension, it may support students to master basic communication knowledge related with level and context of communication (P1), development of science and technology in communication (P6), and approaches of communication to solve social problems (P7). In general skill dimension, it may support students to apply logical thinking critically, systematically and innovatively in developing science and technology that give attention to humanism values based on their skill (KU1), to show in quality and measurement of working independently (KU2), to study the implication of development or implementation science and technology that give attention and concern of humanism values based on principles and scientific ethics to produce solution (KU3). In special skill dimension, it may support students to master skill in communication science (KK1), to identify and to solve communication problems based on professional ethics code (KK2),</p>			
	CP – MK				

		After taking this course students at undergraduate level will have competency to understand (C2), apply (C3), and analyze (C4) concepts and theories of public relations management related with issues of foundations (the nature of public relations, organizational position of public relations, theoretical framework), management processes (defining public relations problems, planning and programming, taking action and communication, evaluating the program), publics (media, employee, government, consumer), and practices (business and industry, government and politics, nonprofit organizations) with 80 percent accuracy level.
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Deskripsi Mata Kuliah	This course is designed to give students competent to understand (C2), apply (C3), and analyze (C4) public relations management concepts and theories related with issues of foundations, management processes, publics, and practices in economical, political, social and cultural contexts.	
Materi Pembelajaran/ Pokok Bahasan	<ol style="list-style-type: none"> 1. Foundations: The Nature of PR 2. Foundations: Organizational Setting of PR 3. Foundations: Theoretical Framework of PR 4. Processes: Defining Problems 5. Processes: Planning and Programming 6. Processes: Taking Action and Communicating 7. Processes: Evaluating the Program 8. Publics: Media Relations 9. Publics: Employee Relations 10. Publics: Consumer Relations 11. Publics: Government Relations 12. Practices: Business and Industry 13. Practices: Government and Politics 14. Practices: Nonprofit Organizations 	
Pustaka	<ol style="list-style-type: none"> 1) Scott M. Cutlip, Allen H. Center, and Glen M. Broom. (2000). <i>Effective Public Relations</i> (8th edition). New Jersey: Prentice Hall 2) Otis Baskin, Craig Aronoff and Dan Lattimore. (1997). <i>Public Relations: The Profession and the Practice</i> (4th edition). Madison, WI: Brown & Benchmark Publishers 	
Media Pembelajaran	Perangkat keras:	Perangkat lunak:
	Komputer, LCD & Projector, perangkat audio-visual	Aplikasi web online (blog),
Team Teaching	None	

Mata Kuliah Syarat	None
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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	80% students may understand (C2), apply (C3) and analyze (C4) the foundations of public relations and its contexts	Definitions and issues related with public relations matters in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of public relations when comparing it in real cases	5%
2	80% students may understand (C2), apply (C3) and analyze (C4) the foundations of public relations and its contexts	Positions of public relations function and institution in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BMco [(3x50") + (3x60")]	Students may explain and connect correct concepts of public relations in organizational setting when comparing it in certain real case	10%
3	80% students may understand (C2), apply (C3) and analyze (C4) the foundations of public relations and its contexts	Theoretical framework of public relations function and institution in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts and theories of public relations when comparing it in certain real case	10%
4	80% students may understand (C2), apply (C3) and analyze (C4) the processes of public relations activities and its contexts	Management processes of public relations activities related with defining problems in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of defining problems in public relations activities when comparing it in certain real case	10%
5	80% students may understand (C2), apply (C3) and analyze (C4) the processes of public relations activities and its contexts	Management processes of public relations activities related with planning and programming in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of planning and programming in public relations activities when comparing it in certain real case	10%
6	80% students may understand (C2), apply (C3) and analyze (C4) the processes of public relations activities and its contexts	Management processes of public relations activities related with taking action and communicating in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of taking action and communicating when comparing it in certain real case	10%

7	80% students may understand (C2), apply (C3) and analyze (C4) the processes of public relations activities and its contexts	Management processes of public relations activities related with evaluating the program in organizational setting at economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of evaluating the program in public relations activities when comparing it in certain real case	10%
8	Evaluasi Tengah Semester				
9	80% students may understand (C2), apply (C3) and analyze (C4) the publics of public relations activities and its contexts	Public relations activities related with its stakeholders namely media relations in economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of media relations in public relations activities when comparing it in certain real case	5%
10	80% students may understand (C2), apply (C3) and analyze (C4) the publics of public relations activities and its contexts	Public relations activities related with its stakeholders namely employee relations in economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of employee relations in public relations activities when comparing it in certain real case	5%
11	80% students may understand (C2), apply (C3) and analyze (C4) the publics of public relations activities and its contexts	Public relations activities related with its stakeholders namely consumer relations in economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of consumer relations in public relations activities when comparing it in certain real case	5%
12	80% students may understand (C2), apply (C3) and analyze (C4) the publics of public relations activities and its contexts	Public relations activities related with its stakeholders namely government relations in economical, political, social and cultural contexts	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of government relations in public relations activities when comparing it in certain real case	5%
13	80% students may understand (C2), apply (C3) and analyze (C4) the practices of public relations activities and its contexts	Practice matters of public relations activities related with business and industry issues	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of practicing public relations activities in business and industry issues when comparing it in certain real case	5%
14	80% students may understand (C2), apply (C3) and analyze	Practice matters of public relations activities related with government and	Presentation and discussion TM (3x50")	Students may explain and connect correct concepts of	5%

	(C4) the practices of public relations activities and its contexts	politics issues	BT + BM [(3x50") + (3x60")]	practicing public relations activities in government and politics issues when comparing it in certain real case	
15	80% students may understand (C2), apply (C3) and analyze (C4) the practices of public relations activities and its contexts	Practice matters of public relations activities related with nonprofit organizations issues	Presentation and discussion TM (3x50") BT + BM [(3x50") + (3x60")]	Students may explain and connect correct concepts of of practicing public relations activities in nonprofit organizations issues when comparing it in certain real case	5%
16	Evaluasi Akhir Semester				