COURSE PLANNING (RPKPS)
INTRODUCTION TO CORPORATE COMMUNICATION
UNIVERSITAS MULTIMEDIA NUSANTARA

VALIDATION PAGE

Course Name : **Writing for PR**
Course Code : **ESC 6505**
Course Coordinator : **Silvanus Alvin, S. I. Kom, M. A.**
Team of Lecturers :

NO	NAME	NIK/NID	SIGN
1	SILVANUS ALVIN, S. I. KOM, M. A.	07551	

On behalf of the team,	Approved by	Has been checked and considered comply to UMN standard
Date: 04/08/2023	Date:	Date:
(Silvanus Alvin, S.I.Kom, M.A.)	(Helga L.C. Dewi, S.I.Kom, M.Comm)	(Mujiono, S.I.Kom, M.I.Kom.)
Course Coordinator	Head of Department/Program	ExOfficio

COURSE PLANNING (RPKPS)
UNIVERSITAS MULTIMEDIA NUSANTARA

COURSE NAME	: Writing for PR
CODE / CREDIT	: ESC 6505
SEMESTER	: 6
PREREQUISITE	:
COURSE STATUS	: Mandatory

A. COURSE DESCRIPTION

The Writing for Public Relations course aims to teach students to know and understand the media that can be used by a Public Relations practitioner in making publication materials and things that must be considered in the process of making them. Emphasis will be placed on knowledge of the types of media in Public Relations writing, including the appropriate content for each publication media. Students are invited to know and understand the role of a writing produced by a Public Relations practitioner and how to utilize it ethically in achieving the communication objectives of the company or organization. Students are expected to think critically and creatively in examining the phenomenon and application of new media and analyzing various case studies in the scope of Public Relations writing. Students are given the opportunity to put forward new ideas or breakthroughs and express opinions related to Public Relations writing practices.

B. LEARNING OUTCOME

B.1. Program Expected Learning Outcomes (ELO) Related to the Course

IQF Level: 6

ELO 3	Able to conduct research, make strategic planning by utilizing various channels in the multimedia world in the field of strategic communication (C3, A4, P4);
ELO 4	Able to implement creative ideas and run production through various channels in the strategic communication industry (C3, P5);
ELO 9	Able to produce work in the field of communication based on the results of data analysis and based on ICT skills. (C6, A5, P5)

B.2. Course Learning Outcomes (CLO)

After passing this course, students will be able to use the skills and knowledge from this course as an intermediate level with competences as follow:

ELO 3	CLO 1	Students are able to compare various public relations media (C2).
	CLO 2	Students are able to explain public relations writing, its purpose and function in public relations activities (C2)
	CLO 3	Students comply with the ethics and rules that apply in various types of public relations media writing. (P1)
ELO 4	CLO 4	Students are able to plan and create various PR media in accordance with the objectives and audiences (P5)

ELO 9	CLO 5	Students are able to create and publish through various plate forms all forms of Public Relations Writing, after going through planning and analyzing the situation and choosing the right strategy, using the latest technology and utilizing social media (P5)

B.3. Course Sub Learning Outcomes (Sub-CLO)

CLO 1	SUB-CLO 1	Students understand and realize the importance of application of concepts PR Media Writing (C2)
CLO 2	SUB-CLO 2	Students are able to planning in PR media production and research methods to obtain data as PR media material content (C3)
CLO 2	SUB-CLO 3	Students are able to choose the right angle and strategy in conveying the right message according to the purpose and audience (C3).
CLO 3	SUB-CLO 4	Students are able to explain the ethics that must be considered when writing (C2)
CLO 4	SUB-CLO 5	Students are able to explain, select and practice the concepts of designing, printing, and desktop publishing for PR media to optimize message packaging (C2).
CLO 4	SUB-CLO 6	Students are able to write news releases that are newsworthy and qualified to be published in the media (C3)
CLO 4	SUB-CLO 7	Students are able to understand and practice magazine, newsletter, and feature writing techniques (C3)
CLO 4	SUB-CLO 8	Students understand and practice techniques for planning, writing, and designing brochures (C3)
CLO 4	SUB-CLO 9	Students understand and practice techniques for writing annual and SR reports and company profiles (C3)
CLO 4	SUB-CLO 10	Students understand and practice the techniques of planning, writing, and designing advertisements in print media according to their audience and purpose (C4)
CLO 5	SUB-CLO 11	Students understand and practice writing techniques in Social Media according to the audience and purpose (C4)
CLO 5	SUB-CLO 12	Students understand and practice writing techniques in Social Media according to the audience and purpose (C4)
CLO 5	SUB-CLO 13	Students make a plan for implementing Public Relations media production (C4)
CLO 5	SUB-CLO 14	Students make a plan for implementing Public Relations media production (C4)

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C. LEARNING ANALYSIS

-Figure is attached-

D. TOPICS

1. The Importance of Writing for Public relations
2. Media Planning and Research for Public relations writing
3. Choosing the right message and medium for Media Relations activities
4. Ethics of Public Relations Writing
5. PR media design
6. Writing news releases (news release print and e-news release)
7. Newsletter, Magazine and Feature Writing Techniques
8. Brochures and other informative media (posters, flyers, booklets)
9. Annual report, SR report, and company profile
10. Advertorial
11. Public Relations Writing on Social Media (Instagram and Facebook)
12. Social Media Public Relations Writing (LinkedIn and blog)
13. Public Relations Media Writing Production (Print)
14. Production of Public Relations Media Writing for Social Media (Video: TikTok, reel)

E. EVALUATION

1. Attending lectures punctually is mandatory. Students will be considered absent if coming over the specified time.
2. Attending 14 lectures is mandatory. Attending a minimum of 11 from 14 meetings is required to be able to take the final test.
3. Final grade is determined by following components:
   a. Midterm Test : 30%
   b. Final Test : 40%
   c. Assignment, Paper, & presenting : 30%

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Table: Assessment Distribution of Learning Outcomes

ELO	CLO	Sub-CLO	Assignments	Midterm Ex.	Final Ex.
3	**2**	Students are able to choose the right angle and strategy in conveying the right message according to the purpose and audience	**15**		
4	**4**	Students are able to write news releases that are newsworthy and qualified to be published in the media		**30**	
4	**4**	Students understand and practice the techniques of planning, writing, and designing advertisements in print media according to their audience and purpose	**15**		
9	**5**	Students make a plan for implementing Public Relations media production - video			**40**

FINAL GRADING :

Score	Alphabetical Grade	Numerical Grade	Remarks
85 – 100	A	4	Excellent
80 – 84,99	A-	3,7	Good
75 – 79,99	B+	3,3	
70 – 74,99	B	3,0	
65 – 69,99	B-	2,7	Satisfactory
60 – 64,99	C+	2,3	
55 – 59,99	C	2,0	
45 – 54,99	D	1,0	Poor
0 – 44,99	E	0	Very Poor
	F	0	Academic Violation

F. REFERENCE AND RESOURCES

-Main-

1. **Bivins, Thomas H. 2007. PR Writing: The Essentials of Style and Format. McGraw Hill.**
2. **Slilvia, Anzur. 2011. Power performance: multimedia storytelling for journalism and Public Relations. Wiley.**

-Supplementary-

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1. Foster, John. 2008. Effective Writing Skill for Public Relations. 4th edition. Kogan Page-London.

2. Tom E., C. Dow Tate dan Sherri A. Taylor. 2008. Pengantar Jurnalistik (Scholastic Journalism). Kencana.

3. White, Jan V. 2003. Editing by Design: For Designer, art directors, and editors. Allworth Press-New York

G. WEEKLY LESSON PLAN

Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
1.	*Students understand and realize the importance of applying the concepts of PR Media Writing as one of the tools in carrying out Public Relations strategies.*	Topics: The Importance of Writing for Public Relations Sub-topics: Public Relations Concept PR Writing Concepts PR writing tools Writing Process	**Learning Methods: virtual synchronous** **Activities:** In class: Presentation (E-Learning): https://elearning.umn.ac.id \Work/assignment: reading literature for next week class	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: record students who are active in class	the frequency of activity of each student	0%	
2.	*Students are able to planning in PR media production and research methods to obtain data as PR media material content*	Topics: Planning and Research for Media PR writing Sub-topics: Developing an issue statement Explore information through research Determine target audience	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	

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Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
3.	*Students are able to choose the right angle and strategy in conveying the right message according to the purpose and audience.*	Topics: Choose the right message and medium for PR writing Sub-topics: Information strategy: Exposition (Narration, Description), Entertainment Persuasion strategies: Compliance strategies (sanction, appeal, command),	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Summative **Grading system**: assignment assessment rubric	The suitability of the answer with the assessment rubric	15%	
4.	*Students are able to explain the ethics that must be considered when writing*	Topics: Public Relations writing ethics Sub-topics: Ethical violations in public relations writing Writing ethics Plagiarism and copyright in public relations writing	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
5.	*Students are able to explain, select and practice the concepts of designing, printing, and desktop*	Topics: PR media design Sub-topics:	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum	2x50'	**Assessment:** Formative **Grading system**:	The suitability of the answer with the assessment rubric	0%	

Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
	publishing for PR media to optimize message packaging.	Definition of design Principles of design Variety of design in PR multimedia	(E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x60' 2x60'	Multiple choice questions True/False Questions			
6.	*Students are able to write news releases that are newsworthy and qualified to be published in the media.*	Topics: Writing a news release for both print and E-newsrelease Sub-topics: Definition of news release Format of writing news release (for print media) Format of writing news release (for electronic and online media) Writing Backgrounder	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
7.	*Students are able to understand and practice magazine, newsletter, and feature writing techniques.*	Topics: Newsletter, Magazine, and Feature Writing Techniques Sub-topics: Writing for newsletters and internal Magazines Techniques of writing features for	**Learning Methods: virtual synchronous** **Activities:** In class: Presentation (E-Learning): https://elearning.umn.ac.id \Work/assignment: preparing for midterm test	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Discussion Multiple choice questions True/False Questions	the frequency of activity of each student	0%	

Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
		newsletters and internal magazines types of features						
Midterm Test Type or Assignment Methods : Take Home Test – Case Study							30	Ref
8.	*Students understand and practice techniques for planning, writing, and designing brochures*	Topics: Brochures and other informative media (posters, flyers, booklets) Sub-topics: Differences in formats and functions of brochures, posters, flyers, and booklets Planning, writing, and designing brochures, posters, flyers, and booklets	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
9.	*Students understand and practice techniques for writing annual and SR reports and company profiles.*	Topics: Annual report, SR report, and company profile Sub-topics: Concepts and definitions of Annual report, SR report, and company profile	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
10.	*Students understand and practice the techniques of planning, writing, and designing advertisements in*	Topics: advetorial Sub-topics:	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum	2x50'	**Assessment:** Summative **Grading system**:		15%	

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Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
	print media according to their audience and purpose.	Types of print media advertisements Planning, writing and designing advertisements	(E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x60' 2x60'	assignment assessment rubric			
11.	*Students understand and practice writing techniques in Social Media according to the audience and purpose.*	Topics: Public Relations Writing on Social Media (Instagram and Facebook) Sub-topics: PR Writing on Social Media (Instagram and Facebook) Social media writing format and style	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
12.	*Students practice writing techniques on Social Media according to the audience and purpose.*	Topics: Public Relations Writing on Social Media (Linkedin and Blog) Sub-topics: PR Writing on Social Media (LinkedIn and Facebook) Social media writing format and style	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum (E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Multiple choice questions True/False Questions	The suitability of the answer with the assessment rubric	0%	
13.	*Students make a plan for implementing Public Relations media production*	Topics:	**Learning Methods: virtual asynchronous** **Activities:** In class: discussion in online forum	2x50'	**Assessment:** Formative **Grading system**:	The suitability of the answer with the assessment rubric	0%	

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Week	Course Sub-Learning Outcomes (Sub-CLO)	Topics & Sub-topics	Learning Methods and Activities	Timing	*Assessment*			Ref.
					Assessment type and Grading System	Indicators	Weight	
		Production of Public Relations Media Writing (Print) Sub-topics: Implementation of PR Writing Activities in print media	(E-Learning): https://elearning.umn.ac.id \Work/assignment: participating in online forum and working on online task in e-learning	2x60' 2x60'	Multiple choice questions True/False Questions			
14.	*Students make a plan for implementing Public Relations media production*	Topics: Production of Public Relations Media Writing (video) Sub-topics: Implementation of PR Writing Activities in social media	**Learning Methods: virtual synchronous** **Activities:** In class: Presentation (E-Learning): https://elearning.umn.ac.id \Work/assignment: preparing for final test	2x50' 2x60' 2x60'	**Assessment:** Formative **Grading system**: Discussion Multiple choice questions True/False Questions	the frequency of activity of each student	0%	
Final Test Type or Assignment Methods: Take Home – Academic Essay							40	Ref

H. Task/Project Details:

1. Task/Project no: 1, Week 3

Course	:	Writing for PR	Course Code	:	ESC 254
Task/Project Name	:	Choose the right message and medium for PR writing	Weight	:	15%
Related Sub-CLO	:	3			

A. Individual Activities			
Description		Choose the right message and medium for PR writing	
B. Structured Work/Task			
Assessment Type	:	Essay	
Description	:		
Output and format	:	**Output:** Academic Report **Format:** PDF	
Indicators, Criteria, and Weight	:	**completeness of information and depth of analysis**	
Project/Work Timeline	:	**Total duration:** With details: a. determine the corporate b. Research on the corporate's message c. Analyse and select the medium d. Conclusion	**1 weeks**
Others	:		
References	:		

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2. Task/Project no: 2, Week 10

Course	:	Writing for PR	Course Code	:ESC 254
Task/Project Name	:	Advetorial	Weight	: 15%
Related Sub-CLO	:	10		

C. Individual Activities			
Description		*Students understand and practice the techniques of planning, writing, and designing advertisements in print media according to their audience and purpose.*	
D. Structured Work/Task			
Assessment Type	:	Academic Report	
Description	:		
Output and format	:	**Output:** Essay **Format:** PDF	
Indicators, Criteria, and Weight	:	**completeness of information and depth of analysis**	
Project/Work Timeline	:	**Total duration:** With details: - Write an advertisement	**1 weeks**
Others	:		
References	:		

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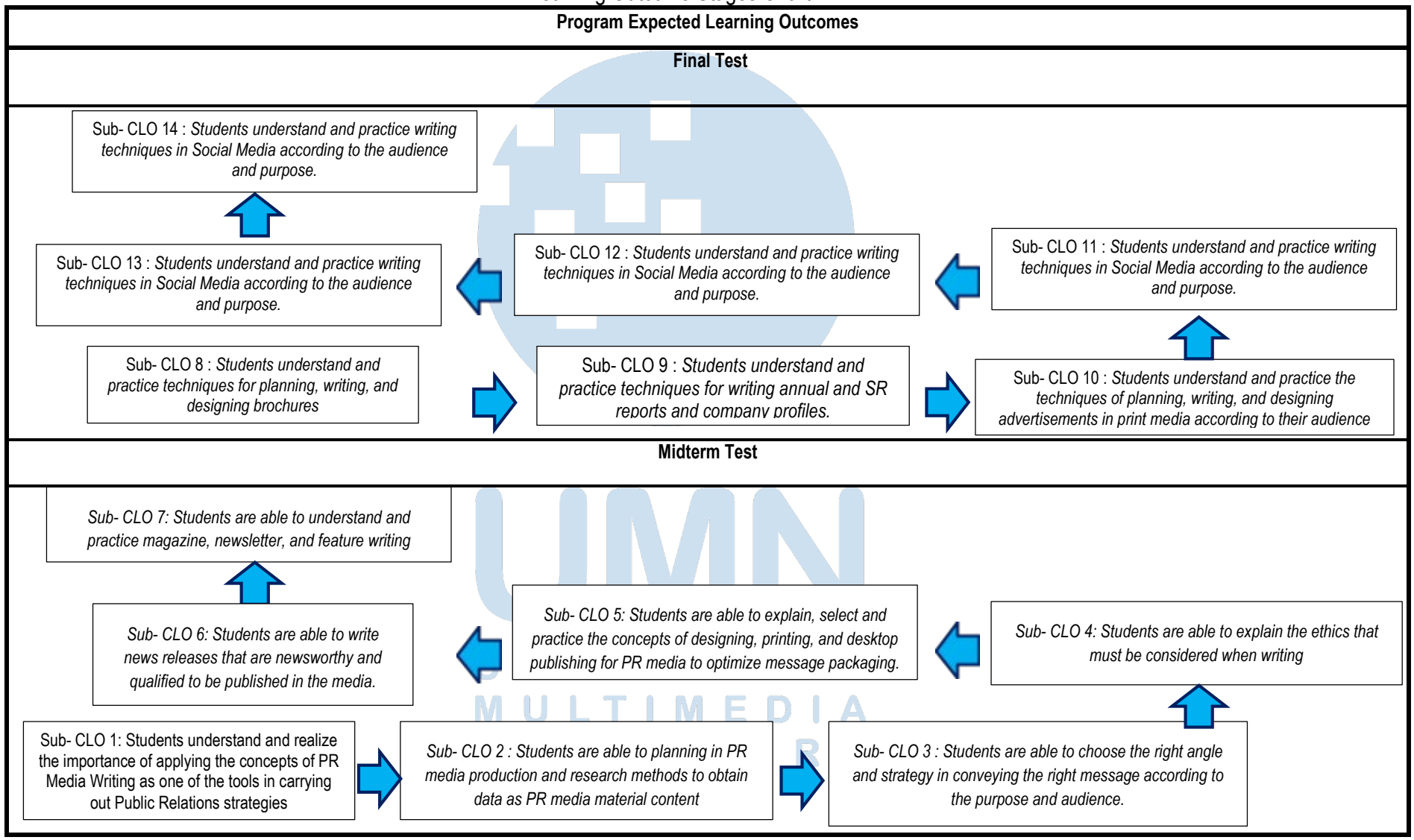
Attachment: Learning Outcome Analysis

Learning Outcome Stages Chart



I. Revision History

Course Code	Revision No	Date in Effect	Changes
ESC 6505	1.	13 January 2024	New Format of RPKPS using OBE approach

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