

Course Specification

Name of University

Rambhai Barni Rajabhat University

Campus/Faculty/Department

Rambhai Barni Rajabhat University/ Faculty of Communication Arts/ Department of Mass Communication

Section 1 : General Information

1. Course Code and Title

8123005 Public Relations Media

2. Credits

3 (2-2-5)

3. Academic Program, Type of Course

Major in Public Relations, Required course

4. Responsible faculty and teachers

Faculty of Communication Arts

4.1 Assistant Professor Raajshivar Tantikulvara

4.2 Miss Sariyapa Kantawan

5. Course semester/academic year and Student Level

First semester/ 2016 and 3rd student level

6. Pre-requisite (if any)

N/A

7. Co-requisite (if any)

N/A

8. Place of study

Faculty of Communication Arts, Rambhai Barni Rajabhat University

9. Last Updated

Revised Curriculum in 2012 Academic year

Section 2 : Aims and Objectives

1. Course Aims

According to the course syllabus, the students will be learning and practicing about:

- i) studying the public relations media; role, qualification, and important in regard to the organization.
- ii) creating each genre of communication media as tools for public relations, which is beneficial to public relations activities process.
- iii) term of theoretical and practical communication arts focusing on the students are able to decide to use and produce the public relations media in each campaign.

2. Course Improvement Objectives

In this public relations media course is the first time to improve the students to be used English for communication in order that the students are lectured in English and do some activities in each of public relations media campaign and or the situation. We, the teachers hope our learning activities in this course will be beneficial to all the students.

Section 3 : Operation

1. Course Description

To study the public relations media; role, qualification, and important in regard to the organization. Moreover, create each genre of communication media as tools for public relations, which is beneficial to public relations activities process. In the term of theoretical and practical communication arts focusing on the students are able to decide to use and produce the public relations media in each campaign.

2. Number of hours per semester

Lecture	Extra Teaching	Field Experience	Self-Study
It's 3 (2-2-5) credits			
30 hours per semester	If any	30 hours per semester	75 hours per semester

3. Number of hours per week of teacher-provided individual counselling and academic advice.

In each week, Monday to Friday from 09:00 to 16:30, if the students have any problems about the course, they can consult the teacher at the Faculty of Communication Arts, Building number 11, Rambhai Barni Rajabhat University or contact by phone and email.

Section 4 : Learning Outcome Developments

1. Morals and Ethics

1.1 Morals and Ethics to Be Developed

Responsibility	Learning outcome through the TQF
○	i) Know and understand the public relations ethics fields.
○	ii) Practice on the public relations ethics.
○	iii) Responsible for the discipline punctuality honesty and responsibility on public relations self-practitioner moral and social ethics.
○	iv) Respect on human rights and accept the public opinions in the public relations involvement.
○	v) Abide by moral-based in the term of privacy and social public mind.
○	vi) Respect on the rule and regulation of organization and society.

1.2 Teaching Methods

i) Explains about the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfillment of learning activity.

ii) Discipline punctuality is important according to the deadline and the honesty's activity and assignment.

iii) Assigns to participated in public relations working.

iv) Acts as a good moral model for the students.

1.3 Evaluation Methods

i) Discipline and readiness class participation, and join the university's activities as a partial fulfillment of learning activity.

ii) Punctuality in the class, the assignment presenting, the participation in giving, which following the class schedule.

iii) Behavior on morals and ethics.

2. Knowledge

2.1 Knowledge to Gain

Responsibility	Learning outcome through TQF
●	i) Know and understand the important of concept and theory in the content of communication arts.
○	ii) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge.
○	iii) Able to use the knowledge and communication arts skills to apply in job resolution.
○	iv) Know and have skills on communication arts research.
○	v) Have experience in communication practitioners.

2.2 Teaching Methods

- i) Set the learning by following the course description, which focused on the knowledge and work skill integration.
- ii) Set the learning by synchronizing the reality situation applied to the theory.
- iii) Set the special lecture by the keynote speakers who specialized in public relations.
- iv) Set the project for organization practicing.

2.3 Evaluation Methods

The teacher will evaluate the learning effectiveness and the practice of the students in each assignment as:

- i) Sub-testing of each unit
- ii) Midterm tests and final examination
- iii) Report papers/ working plans/ project assignments
- iv) Presentation
- v) Organization practice result's evaluation

3. Cognitive Skills

3.1 Cognitive Skill to be developed

Responsibility	Learning outcome through TQF
	i) Able to systematically analyze in the body of knowledge of communication arts and related fields, which based on the communication arts effectiveness.
<input type="radio"/>	ii) Use the creative wisdom of body of knowledge of communication, which benefits to self-development society and public.
<input type="radio"/>	iii) Able to create and present on the problem's resolution by thinking of the frame of related theory and the reality experience field

3.2 Teaching Methods

- i) Set the learning activity and give the students' skills of thought and new technology.
- ii) Set the learning activity by focusing on the reality experience.
- iii) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.

3.3 Evaluation Methods

As above assignments and observe the students' practice, thought, new technological skills, and the creatively systematically problem resolution.

4. Interpersonal Relationship Skills and Responsibility

4.1 Interpersonal Relationship Skills and Responsibility to Be Developed

Responsibility	Learning outcome through TQF
<input checked="" type="radio"/>	i) Able to effectively communicate in the interpersonal and group communication.
<input type="radio"/>	ii) Responsible for the individual and group report and assignments.
<input type="radio"/>	iii) Responsible for the learning development both continue on individual and job workplace.
<input type="radio"/>	iv) Able to adjust and teamwork with the colleague both the leader role and group member in effectively.
<input type="radio"/>	v) Able to use the knowledge in communication science to suitably lead the social issue.
<input type="radio"/>	vi) Behave and opinion act on suitably role duty and responsibility mind.

4.2 Teaching Methods

- i) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication.
- ii) Teach the topics of responsibility, human relations and the organization culture.

4.3 Evaluation Methods

- i) Observing the students' behavior and act during group working.
- ii) Group presentations.
- iii) Group participation.
- iv) Responsibility of the assignments.
- v) Classroom's atmosphere

5. Numerical analysis skills, communication skills and using IT

5.1 Numerical analysis skills, communication skills and using IT to be developed

Responsibility	Learning outcome through TQF
●	i) Able to effectively communicate both speaking and writing and select the suitable media for presentation.
○	ii) Able to use the suitable information technology in communication arts job.
○	iii) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research.
	iv) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively.

5.2 Teaching Methods

- i) Set the learning by focusing on technique skills of statistic, mathematic and information technology.
- ii) Set the experience of students by using the information technology, mathematic and statistic presentation.

5.3 Evaluation Methods

Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report.

Section 5 : Lesson and Evaluation Plan

1. Lesson Plan

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
1	<i>Understanding public relations</i> What is PR? Lessons from history The reputation and image of PR The arising about public relations	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar Sariyapa
2	<i>PR ethics</i> PR's ethical dilemmas Codes of conduct and PR techniques Problems with enforcing codes of PR ethics	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
3	<i>The make-up of the PR industry</i> Structures of the industry The consultancy sectors The emergence of PR conglomerates In-house PR Commercial PR Public sector PR Business-to-business PR Digital PR Celebrity PR	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Sariyapa
4	<i>PR, marketing and advertising</i> What is marketing? What are the mar-coms tools? Discussion Direct mail PR in the mar-coms mix	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Sariyapa
5	<i>Internal communications</i> What is internal communications and why is it important?	4	- Textbook - Power Point Presentation slide	Raajshivar

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
	Top tips for successful internal communications Why internal communications raises its own ethical issues		- Group discussion - Q&A	
6	Lobbying, political and government PR Lobbying Political PR and the role of spin doctors	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
7	PR in the online world Digital PR The digital PR models Blogs and blogging Social networking and twitter Top tips on web designs Digital press releases Digital commerce	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Sariyapa
8	Corporate social responsibility What is corporate social responsibility? The tree dilemmas of CSR	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
9	POSTAR: positioning, objectives, strategy, tactics, administration, results Positioning Tactics and creative thinking Administration Results Media analysis and evaluation Conclusion	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar Sariyapa

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
10	Presenting, pitching and public speaking Making an effective presentation or speech Strategies for pitching	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar Sariyapa
11	PR media skills Understanding the media Press releases Feature articles and opinion pieces Photography and images How to do a media interview Selling to the media Trading with the media Dealing with hostile stories	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar Sariyapa
12	Event management Event planning Budgets Administration How to socialize effectively	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Sariyapa
13	Crisis management What is a crisis? Planning for a crisis Dealing with a crisis Handling the media in a crisis	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
14	Public relations: into the future The growth of the PR industry The futures for PR What could hold up PR? Conclusion How to get a job in PR	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar Sariyapa
15	Projects or campaign presentations	4	- Project-based - Students project report	Raajshivar Sariyapa

2. Learning Outcome Evaluation Plan

No.	Learning Outcomes	Evaluation Activity	Week	Weight
1	2.1 (i)	Examination	University's calendar	30%
2	1.1, 2.1, 4.1 (i)	Public speaking Team work assignments	1-15	20%
3	1.1, 5.1 (i)	Projects/campaigns Project proposals Presentations	1-15	50%

Section 6 : Teaching/learning resources

1. Textbook

Juddy Motion, Robert L. Heath and Shirley Leitch. (2016). *Social media and public relations: fake friends and powerful publics*. New York: Routledge.

Deirdre K. Breakenridge. (2012). *Social media and public relations: eight new practices for the pr professional*. New Jersey: Peason Education, Inc.

Glen M. Broom. (2012). *Cutlip and Center's Effective Public Relations* (11th Edition). New York: Pearson.

Sandra C. Duhé. (2007). *New media and public relations*. New York: Peter Lang Publishing, Inc.

Trevor Morris, & Simon Goldsworthy. (2012). *PR today: the authoritative guide to public relations*. New York: Palgrave Macmillan.

2. Documents and important information

Public relations

https://en.wikipedia.org/wiki/Public_relations

Introduction to Public Relations

<http://www.ipr.org.uk/>

About Public Relations

<https://www.prsa.org/aboutprsa/publicrelationsdefined/#.V4oNwfl97IU>

3. Suggested readings and other resources

i) John A. Ledingham, Stephen D. Bruning. *Relationship management in public relations: dimensions of an organization-public relationship*. Cited in

<http://www.sciencedirect.com/science/article/pii/S0363811198800209>

ii) Hyoungkoo Khang. *Communicating Legitimacy: How Journalists Negotiate the Emergence of User-Generated Content in Hong Kong Journalism & Mass Communication Quarterly* February 8, 2016 0: 1077699016628823v1-1077699016628823

iii) Lindley Curtis, Carrie Edwards, Kristen L. Fraser, Sheryl Gudelsky, Jenny Holmquist, Kristin Thornton, Kaye D. Sweetser. *Adoption of social media for public relations by nonprofit organizations*. Cited in <http://www.sciencedirect.com/science/article/pii/S0363811109001738>

Section 7 : Course Evaluation and Improvement

1. Course evaluation strategy by students

Student evaluation of teaching should be apart of an overall strategy for improving student learning. The rating score will evaluate the course by students' questionnaire, which developed by the university. The result of evaluation should be more than mean 3.51.

2. Teaching evaluation strategies

- i) Lecture
- ii) Group discussion
- iii) Project-based

3. Teaching improvement methods

Becoming an effective teacher involves seeking out multiple sites of input that enable to reflect and improve the teaching and learning that takes place in the classroom. This section is designed to provide some suggestions about sources for dialogue and methods of feedback.

- Dialogue through teaching log
- Solicit feedback from students
- Dialogue with faculty
- Dialogue with peers
- Seek outside consultation

4. Verification of student learning outcomes

Effective uses of student ratings:

- Focus on accurate, timely, and usable measures of learning outcomes
- Understood and accepted
- Serve to improve instruction as well as to evaluate faculty performance; understood and accepted by institutional stakeholders.

5. Course review and improvement plans

Faculty and administrators should develop a shared understanding of how student evaluation information is used and its purpose at the institution. This information can be used in various ways (e.g., provide information for improvement, provide information to evaluate the course, offer feedback to faculty, contribute to promotion and tenure decision-making) (Algozzine et al., 2004; Arreola, 2000; Marincovich, 1999; Theall & Franklin, 2001)