

Template
Description of Course Unit
According to the ECTS User's Guide 2015

<i>Course unit title:</i>	Organizational Communication and Public Relations
<i>Course unit code:</i>	MKD61915
<i>Type of course unit:</i>	Compulsory
<i>Level of course unit:</i>	(According to EQF: first cycle Bachelor, second cycle Master) Bachelor
<i>Year of study (if applicable):</i>	1 semester
<i>Semester/trimester when the course unit is delivered:</i>	Semester 4
<i>Number of ECTS credits allocated:</i>	3 for ECTS in Asia 3 credits
<i>Name of lecturer(s):</i>	
<i>Learning outcomes of the course unit:</i>	1. Students have an understanding of the meaning of public relations. 2. Students have an understanding of the elements of public relations. 3. Students have an understanding of the function of public relations. 4. Students have an understanding of the public relations process. 5. Students have an understanding of the public relations approach 6. Students have an understanding of the meaning of Organizational Communication 7. Students have an understanding of the elements of Organizational Communication 8. Students have an understanding of the function of Organizational Communication 9. Students have an understanding of the Organizational Communication process 10. Students have an understanding of the Organizational Communication approach
<i>Mode of delivery (face-to-face, distance learning):</i>	Distance Learning (1. Virtual Synchronous; 2. Independent Asynchronous)
<i>Prerequisites:</i>	
<i>Course contents:</i>	1. Definition and objectives of Organizational Communication 2. Development of Organizational Communication 3. The role of communication in organizations 4. Scope of communication Organization 5. The urgency and interconnectedness of Organizational communication 6. Organizational communication needs and challenges 7. Utilization of information and communication technology and ethical aspects in organizational communication 8. Definition and purpose of public relations 9. History and drivers of the development of public relations 10. How public relations works 11. The role of communication in public relations

	12. Efforts to influence public opinion 13. Assortment of public relations 14. Ethics in public relations
Recommended or required reading:	1. Suprpto, Tommy. (2009). "Introduction to Communication Theory & Management". 2. Bungin, Burhan. Quantitative Research Methodology. Kencana Prenada Media Group. Jakarta, 2008 3. Soemirat, Soleh and Ardianto, Elvinaro. Fundamentals of Public Relations. PT. Juvenile Rosdakarya. Bandung, 2008 4. Adrian Tawai. 1981. Organizational Theory In The Public Sector. Gading Library: Sleman 5. Andita sari. 2017. Book of Fundamentals of Public Relations and Practice. Budi Utama: Yogyakarta 6. Andriasan Sudarso. 2021. Organizational Theory. Yayasan Kita Tulis: Medan 7. Anwar Arifin Andipate. 2020. A New Paradigm of Public Relations Theory, Strategy, and Research. King Grafindo: Jakarta
Planned learning activities and teaching methods:	Learning Method: Brainstorming Learning Media: Presentation Media, Audio Visual Media
Language of instruction:	Indonesian
Work placement(s):	