



**UNIVERSITI TEKNOLOGI MARA**

**CTM563: PUBLIC RELATIONS IN CREATIVE INDUSTRY**

<b>Course Name (English)</b>	PUBLIC RELATIONS IN CREATIVE INDUSTRY <b>APPROVED</b>
<b>Course Code</b>	CTM563
<b>MQF Credit</b>	3
<b>Course Description</b>	Public Relations in Creative Industry is a structured introduction in understanding and managing creative industry in terms of Public Relations. This module will look into the role of Public Relations professional in creative industry in terms of communication, writing and relations with media. For the most part, Public Relations are engaged in the crafting and dissemination of information that will persuade and motivate people. Indeed, messages are designed to change attitude and opinions, reinforce existing predispositions, and influence people to buy a product, use a service or support a worthy cause. Besides that, this module will also include conflict management in dealing with issues, risks and crises where it will give students the theoretical framework to help them understand the complexities and variables involved in determining a course of action.
<b>Transferable Skills</b>	Demonstrate ability to communicate clearly and confidently, and listen critically
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Field Trip, Case Study, Directed Self-learning
<b>CLO</b>	<p>CLO1 Identify the roles of public relations in-depth</p> <p>CLO2 Apply public relations process and activities to real-life situations in creative industry</p> <p>CLO3 Develop their own decision-making when dealing with complexities and variables involved in determining a course of action in managing creative industry</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course briefings and Introductory lecture</b> 1.1) Briefing and introduction of overall public relations.	
<b>2. Overview of Public Relations PR Role: What is PR</b> 2.1) Briefly introduction of what and how PR works.	
<b>3. PR Process : Research &amp; Program Planning</b> 3.1) The important of research and how to planning a program.	
<b>4. PR Process : Communication &amp; Evaluation and Quiz</b> 4.1) Communication channel and communication evaluation. First quiz start.	
<b>5. PR Strategy : Public Opinion and Persuasion</b> 5.1) Getting public opinion and persuasion technique.	
<b>6. PR Strategy : Conflict Management</b> 6.1) Handling conflict in PR	
<b>7. PR Strategy: The Audience and How to Reach it</b> 7.1) The targeted audiences for PR work.	
<b>8. PR Tactics : News Releases, Newsletter</b> 8.1) Writing for the media.	
<b>9. PR Tactics : Speech Writing &amp; Presentation</b> 9.1) Creative speech writing and creative presentaion	
<b>10. PR Tactics : Media Interview and Assignment Submission</b> 10.1) Determine a media questions and answers.	

<b>11. Application: Non-profit Organizations</b> 11.1) Non-profit organizations roles and PR
<b>12. Application: Creative/Entertainment Industry</b> 12.1) Public Relations in creative/entertainment industry.
<b>13. Group Project Reports</b> 13.1) Students presenting their group reports.
<b>14. Final Test &amp; Concluding</b> 14.1) The over all conclusion of Public Relations. Final test.

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Individual assignment	20%	CLO2
	Assignment	Individual Assignment	40%	CLO3
	Test	Test 1	40%	CLO1
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• W. Dennis, C. Glen 2011, <i>Public Relations Strategies and Tactics</i>, 10th Edition Ed., Pearson Education. Inc. New York</li> <li>• C. Scott, C. Allen. C. Glen 2012, <i>Effective Public Relations</i>, 11th Edition Ed., Pearson Education International, New York.</li> <li>• W. Dennis, C. Glen, R. Bryan 2014, <i>Public Relations Strategies and Tactics</i>, 11th Edition Ed., Pearson Education. Inc New York [ISBN: 978-020596064]</li> <li>• R. Al and L. Ries 2014, <i>Book Summary: Advertising and the rise of PR</i>, Harper-Business US</li> <li>• S.M. David 2013, <i>The New Rules of Marketing and Public Relation</i>, John Wiley &amp; Sons, Inc New Jersey</li> </ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	This Course does not have any other resources			