



UNIVERSITI TEKNOLOGI MARA

FMA534: CREATIVE INDUSTRY PUBLIC RELATIONS

Course Name (English)	CREATIVE INDUSTRY PUBLIC RELATIONS APPROVED
Course Code	FMA534
MQF Credit	3
Course Description	The Public Relations in Creative Industry introduce students to the development of the Public Relations focusing on creative industry. This courses emphasizes the process and strategies that use in Public Relations creative industry. This to train the students to explain and demonstrate the role of public relations professional in creative industry in terms of communication, writing and relations with media. Throughout the course the students will also learn the point of designing a message to change public attitude and opinions, reinforce existing predispositions, and influence people to buy a product, use a service or support a worthy cause. By the end of course, students are hope to demonstrate their understanding of Public Relations in Creative Industry, and the skill of analysis the crisis management, while at the same time being able to discuss the issues and the risk dealing Public Relations in Creative Industry.
Transferable Skills	None
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Discussion
CLO	CLO1 Identify the role of public relations in art management industry. CLO2 Demonstrates the process of public relations activities in art management industry. CLO3 Organize effective communication leadership and teamwork in creative industry.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Overview of Public Relations PR Role: What is PR 1.1) n/a	
2. 2. PR Process : Research & Program Planning 2.1) n/a	
3. 3. PR Process: Communication & Evaluation 3.1) n/a	
4. 4. PR Strategy : Public Opinion and Persuasion 4.1) n/a	
5. 5. PR Strategy: Conflict Management 5.1) n/a	
6. 6. PR Strategy: The Audience and How to Reach it 6.1) n/a	
7. 7. PR Tactics : News Releases and Newsletter 7.1) n/a	
8. 8. PR Tactic: Speech Writing & Presentation 8.1) n/a	
9. 9. PR Tactic: Media Interview 9.1) n/a	
10. 10. PR Project - CSR 10.1) n/a	

11. 11. Application: Non-profit Organizations Creative/Entertainment Industry

11.1) n/a

12. 12. Digital: The internet and social media

12.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Quiz	30%	CLO1
	Assignment	Individual assignment	30%	CLO2
	Assignment	Group Project (CSR)	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • C. Darrel, A. Jerry, D. Pallavi 2013, <i>Public Relations Cases</i>, Wadsworth Cengage Learning US • W. Dennis 2013, <i>Think Public Relation</i>, Pearson Education International New York • W. Dennis, C. Glen 2011, <i>Public Relations Strategies and Tactics</i>, 10th Edition Ed., Pearson Education. Inc Nwe York • B. Edward 2015, <i>Crystallizing Public Opinion</i>, Kindle Edition New York • C. Scott, C. Allen. C. Glen 2012, <i>Effective Public Relations</i>, 11th Edition Ed., Pearson Education International New York
	Reference Book Resources	<ul style="list-style-type: none"> • B. Courtland, T. John 2005, <i>Business Communication Today</i>, 8th Edition Ed., Pearson Education International New York

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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