Course Specifications (SDU.OBE3)

Course Title Language for Public Relation Work

Course Code 1553628

Semester 1 Academic Year 2024

Suan Dusit University

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Course Specifications

Institution   Suan Dusit University

Faculty/School   คณะมนุษยศาสตร์และสังคมศาสตร์

Field of Study   Choose an item.

Section 1 General Information

1. Course Code and Course Title

1553628 : Language for Public Relation Work

2. Number of Credits

3 (3-0-6) credits

3. Course Type

Language Literacy and Communication Curriculum

4. Course Coordinator and Lecturer

Full name: Daljeet Singh Nagra

Mobile No.:   0626975144

E-mail: bcmdaljeet@gmail.com

5. Semester/Year of Study

Semester 2 Academic Year 2024 / Year of Study 2024

6. Pre-requisite (If any)

[Click and type]

7. Co-requisites (If any)

[Click and type]

8. Venue of Study

Choose an item.

9. Latest Date of Course Revision

23 มิถุนายน 2567

Section 2 Goals and Objectives

1. Course Goals

Be self-disciplined, punctual, responsible and have a positive attitude for study and assigned work. Be able to acquire and apply the knowledge morally and ethically. Have the general and systematic knowledge of the English language and be able to integrate the knowledge to learn other subjects for 21st century. Students learns patterns and methods of speaking and writing English for public relations work, practice writing for public relations and corporate social responsibilities in various print and electronic media, practice interviewing, giving interview, and making a statement.

(Explain course goals, principles, knowledge and skills relating to the field of study. Also, clarify the significance of linking subject knowledge which aims to develop skills that students can utilize in studying or working.)

2. Objectives of Course Development/Revision

To provide students the knowledge, skills and abilities to improve English communication skills, and culture which are essential for their professions and real life in the 21st century
(Explain the objectives of course development and revision by applying PDCA process.)

3. Course Learning Outcomes

By the end of the course, students are able to achieve the course learning outcomes (CLOs) as follows:

1. CLO1: Students can have a basic understanding of Public Relations
2. CLO2: Students able to create PR content using multiple media.
3. CLO3: Morals and Ethics – A) Students Have a positive work attitude and have responsibility for duties. B) Have punctuality and discipline. Respect and comply with university and social regulations.

Section 3 Description and Implementation

1. Course Description

Patterns and methods of speaking and writing English for public relations work, practice writing for public relations and corporate social responsibilities in various print and electronic media, practice interviewing, giving interview, and making a statement.

2. Number of Hours per Semester

Theory	Practice	Self-study	Supplementary Teaching
45hours (3hrs x15 weeks)	[Click and type]	90 hours (6hrs x15 weeks)	[Click and type]

3. Concept of Learning Management Process

 ESA stands for Engage. Here's a brief breakdown: **Engage:** This phase aims to capture students' interest and attention. It involves activities or materials that introduce the topic, ignite curiosity, or create a context for learning. It could be a discussion, a video, a game, or any interactive element to stimulate interest. **Study:** In this phase, students delve deeper into the subject matter. Teachers provide the necessary information, explanations, or examples. It involves guided learning, where students absorb new information through various methods like lectures, reading materials, group work, or exercises. **Activate:** Here, students apply what they've learned in a more independent and creative way. They engage in activities that encourage them to use the newly acquired knowledge or skills actively. It could involve discussions, debates, role-plays, problem-solving tasks, or projects. ESA encourages a dynamic, varied approach to teaching, ensuring students are engaged, given the chance to understand the material, and then allowed to apply it in different contexts to reinforce learning.

4. Number of Hours per Week for Individual Advice and Academic Guidance

[1) Group and/or individual consultations in person can be done on Tuesday & Wednesday during office hours.

2) The instructor can be contacted at any time via Group Line Messenger: (daljeet_leo), email bcmdaljeet@gmail.com or by phone - 0626975

Section 4 Student Learning Development

4.1 The relation between Course-Level Learning Outcomes and Level of Learning

(No. of CLO)	CLO Statement	Level of Learning
1	Students can have a basic understanding of Public Relations	Level 3 - Applying
2	Students able to create PR content using multiple media.	Level 6 – Creating
3	Morals and Ethics	Level 2 - Understanding

4.2 The relation between Course-Level Learning Outcomes (CLOs) and Program-Level Learning Outcomes (PLOs)

Course-Level Learning Outcomes	Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: PR Basics	☐	☑	☐	☐	☐	☐
CLO2: Creating PR content	☐	☐	☐	☑	☐	☐
CLO3: Morals and Ethics	☐	☐	☐	☐	☑	☐

**Note: Program-Level Learning Outcomes: PLOs

PLO2: Students understand the basics of Public Relations

PLO4: Students collaborate and create original PR content.

PLO5: Students demonstrate morality and ethics while working in the language and communication field

4.3 Course-Level Learning Outcomes (CLO), Teaching Strategies and Assessment Method

CLO	Teaching Strategies	Assessment Method
Students can have a basic understanding of Public Relations	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Students able to create PR content using multiple media	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Morals and Ethics	* Students will be coached on Discipline, punctuality & responsibility towards assignments & behavior. * Students will undertake in teams' theme-based research, analyses & debate & discussion on various social issues throughout their learning activities, and will be coached in issues of honesty, integrity, respecting others' opinions & using reasonable reasons while having to participate in cooperative activities in the classroom & tests on assignments.	(Authentic Assessments)

Section 5   Lesson Plan and Evaluation

1. Lesson Plan

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
1-2	**Chapter 1: Introduction to Public Relations** a) Power of PR. b) PR process. **c)** Outsourcing PR.	6	-Explain class discipline, rules and course specification. - **Interactive lecture (1)** Students delve into the fundamentals of PR including the 5 P's of PR. The lecture also takes a deep dive into the details of the PR process and concludes with the process of hiring professional PR help **Activity: (1)** - Students practice the concept orally - Students do the assignment mention in the Course Book (Public Relations *First Edition)*	Daljeet Singh Nagra
3-4	**Chapter Two:** **Creative Thinking** a) Setting up a PR department b) Formulating Ideas c) Using PR tactics	6	-Explain class discipline, rules and course specification. - **Interactive lecture (2)** Students delve into the fundamentals of setting up a Public Relations department. The later half of the lesson deals with the intricate process of formulating a creative Idea, finally concluding with a few popular PR tactics	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			Activity: (2) - Students practice the concept orally - Students do the assignment mention in the Course Book (Public Relations *First Edition)*	
5-6	**Chapter Three: PR Execution** a) Company Newsletter b) Press release c) Feature Articles d) Public Speaking	6	-Explain class discipline, rules and course specification. - **Interactive lecture (3) T**his lecture is designed to provide students with practical insights and actionable strategies for executing effective Public Relations (PR) campaigns. By exploring the creation and distribution of company newsletters, the crafting of compelling press releases, the development of feature articles, and the art of public speaking, readers will gain the skills needed to communicate effectively with various audiences. **Activity: (3)** - Students practice the concept orally - Students do the assignment mention in the Course Book (Public Relations *First Edition)*	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
7-8-9	**Chapter Four: Different PR Medium** a) Handling Media b) PR through Radio c) PR on TV d) Print medium in PR e) PR on social Media f) New technologies in PR	9	-Explain class discipline, rules and course specification. - **Interactive lecture (4)** This lesson aims to explore the diverse mediums available for Public Relations (PR) and provide students with a thorough understanding of how to effectively utilize each one. By examining the nuances of handling media relations, leveraging radio and television, utilizing print mediums, engaging with social media, and integrating new technologies, readers will gain a comprehensive toolkit for executing PR campaigns across multiple platforms. **Activity: (4)** - Students practice the concept orally - Students do the assignment mention in the Course Book (Public Relations ,*First Edition*)	Daljeet Singh Nagra
10-11	**Chapter Five: Stimulating Public Interest** a) Viral Marketing	6	-Explain class discipline, rules and course specification.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
	b) Publicity events c) Finding Opportunities d) Managing PR crisis e) PR results		- **Interactive lecture (5)** This lesson aims to delve into advanced strategies for stimulating public interest through effective Public Relations (PR) practices. By exploring topics such as viral marketing tactics, organizing impactful publicity events, identifying and leveraging PR opportunities, managing PR crises, and evaluating PR outcomes, readers will gain a comprehensive understanding of how to strategically enhance public perception and engagement. By the end of this chapter, readers will be equipped with the knowledge and tools to implement proactive PR strategies that foster positive publicity and mitigate potential reputational risks. **Activity: (5)** - Students practice the concept orally - Students do the assignment mention in the Course Book (Transmedia Storytelling *First Edition)*	
12-13	**Chapter Six: The tens of PR** **a)** PR coups in history **b)** Myths about PR **c)** Reasons behind PR	6	-Explain class discipline, rules and course specification.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
	d) Things to avoid in PR **e)** Better PR writing		- **Interactive lecture (6)** This lesson aims to explore the dynamic evolution of Public Relations (PR) through historical PR coups, dispelling common myths, analyzing the underlying reasons for effective PR strategies, highlighting pitfalls to avoid, and enhancing skills in PR writing. By examining these facets, readers will gain a deeper understanding of PR's historical impact, its misconceptions, the strategic principles guiding successful PR initiatives, essential precautions, and techniques for crafting compelling PR content. **Activity: (6)** - Students practice the concept orally - Students do the assignment mention in the Course Book (Transmedia Storytelling *First Edition)*	
14	**Pre- Test -** Student organized Debate Tournament	3	-**Interactive lecture (15)** on the concept of PR. - **Activity(15):** - Students test on assignment & participate in the production of PR content.	Daljeet Singh Nagra
15	**Final Exam**	3	Students take the Exam	Daljeet Singh Nagra

2. Learning Outcome Assessment and Evaluation

Course-Level Learning Outcomes	Assessment and Evaluation Methods	Percentage	
CLO1: Students can have a basic understanding of Public Relations	Presentation	[Click and type]	50
	Test		
CLO2: Students able to create PR content using multiple media	Presentation	[Click and type]	40
	Test		
CLO3: Morals and Ethics	Authentic Assessments	[Click and type]	10
Total			100

Type of Grading Evaluation ☑ A-F   ☐ S/U   ☐ P

Section 6 Learning Resources

1. Primary Textbook/Documents

1.1 Daljeet Singh Nagra (2024). Public Relations Made Easy, (First Edition) Suan Dusit Graphic Site.

2. Recommended Books and Reference Material

2.1 [Click and type]

3. Other Resources

3.1 [Click and type]

4. Improvement / Learning Resources Development (added)

Choose an item.

Section 7 Course Evaluation and Improvement

1. Student Course Evaluation Strategies

Confidential Evaluation of the course by the relevant Program online.

2. Teaching Evaluation Strategies

1) Students' evaluation of classes
2) Observation of classes

3. Teaching Improvement Process

1) Training and workshops on pedagogy
2) Peer observation
3) Collegial sharing and reflection

4. Standard Verification of Student Achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations.

Learning Outcome	Evaluation Methods		
	Behavioural Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge		✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills		✓	✓

5. Action Plan for Verifying and Improving Course Effectiveness

1. Verification is done following the standards in 7.4.
2. Check effectiveness of course from students' score.

ลำดับ (CLO)	คำอธิบายผลลัพธ์การเรียนรู้ CLO Statement	ระดับการเรียนรู้ Level of Learning
[คลิกพิม]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

ระดับผลลัพธ์การเรียนรู้ใน รายวิชา Course-Level Learning Outcomes	ระดับผลลัพธ์การเรียนรู้ในหลักสูตร Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: [Click and type]	☐	☐	☐	☐	☐	☐
CLO2: [Click and type]	☐	☐	☐	☐	☐	☐
CLO3: [Click and type]	☐	☐	☐	☐	☐	☐

หมายเหตุ ผลลัพธ์การเรียนรู้ที่คาดหวังระดับหลักสูตร (Program-Level Learning Outcomes : PLOs)

PLO1: [Click and type]

PLO2: [Click and type]

PLO3: [Click and type]

(สามารถเพิ่มเติมจำนวนข้อได้ตามที่กำหนดไว้ในรายวิชาและหลักสูตร)

CLO	กลยุทธ์การสอน	กลยุทธ์การประเมิน
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

1. แผนการสอน

สัปดาห์ที่	หัวข้อ/รายละเอียด	จำนวน ชั่วโมง	กิจกรรมการเรียน การสอนสื่อที่ใช้ (ถ้ามี)	ผู้สอน
1	[Click and type]	[Click and type]	[Click and type]	[Click and type]
2	[Click and type]	[Click and type]	[Click and type]	[Click and type]
3	[Click and type]	[Click and type]	[Click and type]	[Click and type]
4	[Click and type]	[Click and type]	[Click and type]	[Click and type]
5	[Click and type]	[Click and type]	[Click and type]	[Click and type]

2. การประเมินผลการเรียนรู้

ผลลัพธ์ การเรียนรู้ฯ	วิธีการวัดผล	น้ำหนักการประเมินผล (ร้อยละ)	
CLO1: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO2: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO3: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
รวม			100

รูปแบบการบันทึกผลการเรียน　☐ A-F　　☐ S/U　　☐ P

1. ตำราและเอกสารหลัก

1.1 [Click and type]

2. เอกสารและข้อมูลเสนอแนะ

2.1 [Click and type]

3. ทรัพยากรอื่น ๆ

3.1 [Click and type]

4. การปรับปรุง / การพัฒนาทรัพยากรประกอบการเรียนการสอน (เพิ่มเติม)

Choose an item.

1. กลยุทธ์การประเมินประสิทธิผลของรายวิชาโดยนักศึกษา

[Click and type]

2. กลยุทธ์การประเมินการสอน

[Click and type]

3. การปรับปรุงการสอน

[Click and type]

4. การทวนสอบมาตรฐานผลสัมฤทธิ์ของนักศึกษาในรายวิชา

[Click and type]

5. การดำเนินการทบทวนและการวางแผนปรับปรุงประสิทธิผลของรายวิชา

[Click and type]