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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: **MARKETING**Option: *Public Relations*Taught to: *Night-school students***Course Outline for:****MKTG 3321****Date: April 13, 2000**

Hours/Week:	3	Total Hours:	36	Term/Level:	
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

Instructor

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00

Prerequisites

None

Course Description and Goals

The course will explore the various avenues of public relations for a wide spectrum of clients. Learning of techniques and applications will be reinforced by lecture material that explores case studies, and through completion of assignments. The term project, presented in Class 11, will enable the students to apply the material covered during the term, and to measure and evaluate what has been learned.

Course Objectives: To provide students with an overview of public relations theory and techniques, in order to enable them to carry out various public relations functions for business, government, associations or any other organization. This will be accomplished through lectures, examples, class participation and case studies. The student, as an individual or as a member of a group, will be expected to participate actively in class discussions.

Prior Learning Assessment Method

Determine the level of experience and course expectations through brief, individual summaries by each student at the beginning of the first class.

Evaluation

Policy:

Final Examination	20	%
Midterm Tests	20	%
Quizzes	n/a	%
Assignments	25	%
Term Project	25	%
Other (Participation & Attendance)	10	%

Course Learning Outcomes

At the end of this course, the student will be able to:

- plan a public relations campaign
- write news releases
- assemble and maintain media kits
- be familiar with the concepts of issues management
- write spokesperson bios
- write Fact Sheets
- write Q&A sheets
- write backgrounders

Text(s) and Equipment

Required:

Text: Practice of Public Relations by Fraser P. Seitel (Seventh edition)

Copyright 1998 ISBN 0-13-613811-X

Student must have access to a computer or typewriter for all assignments and for the term project.

Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments will be done on a group basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.

- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- **Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances, although this is not guaranteed.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details & Weekly Class Topics

Term Project *due Week 11*

1. Description

Working in assigned groups, your term project is to prepare a crisis communications plan and media support material. You will stage an urgent meeting with employees and shareholders of the company in crisis (your fellow classmates) and present the crisis and your strategies, speeches, etc.

2. Contents

Select a company that is well-known or is in the news. Assume that you have been hired as a PR specialist to deal with a crisis the company is in that can result in negative publicity. You will be required to submit a:

- 1) statement outlining the who, what, where, when & why of the company, to be called an Executive Summary, for the purposes of this term project.
- 2) crisis communications plan, detailing the crisis and how your group will handle the PR.
- 3) news release that deals pro-actively with the crisis.
- 4) Fact Sheet on the company.
- 5) Q&A sheet on the company and its crisis (minimum 10 questions).
- 6) bio on the president, who will act as media spokesperson.

2. Project Presentation

You will be required to present your crisis communications plan at an employee/shareholder meeting at the company's site. The employees/shareholders will consist of the instructor and your fellow classmates, who will grade you accordingly on the strengths of your presentation. You can determine what role each will play in the presentation. It is recommended that one play the company president.

- 5 minutes: Set-up of presentation
- 10 minutes: Presentation (including use of all audio/visual media)
- 10 minutes: Q&A period
- 5 minutes: Written grading of each presenter by classmates

3. Project Due Date

The crisis communications information described in Point #1 and the in-class presentation will be due Week 11. Failure to submit the assignments and/or make the presentation may result in a

zero grade.

Please be aware that no deadline extensions will otherwise be granted.

4. **Grading**

Both the presentation and the written material will be marked as follows:

written material:

Executive Summary	5 marks
Crisis Communications Plan.....	10 marks
News Release	10 marks
Q&A	10 marks
Fact Sheet	10 marks
Bio	5 marks
TOTAL	50 marks

Please note that spelling mistakes and incorrect syntax will lose one mark for each occurrence. The maximum that can be lost is 10 marks.

Presentation:

Presents client information and crisis clearly, effectively and concisely	10 marks
Demonstrates an ability to think quickly, answer accurately and honestly	10 marks
Looks and acts in a professional manner	10 marks
You, the employee/shareholder, feel confidence in the PR reps and the plan.....	10 marks
Your understanding of your role of rating each presenter	10 marks
TOTAL	50 marks

The Term Project is worth 25% of your final grade.

Week 1

Introduction of course
Pre-Assessment of expectations and experience
Public Relations Defined
Hooks/Angles
Positioning the Crisis in a Positive Light

Reading: Chapters 1, 2,
Assignment Choose your client by Week 4.

Week 2

Defining and Identifying Audiences and Publics
Four-Step Planning Process (RACE)
Five-Step Planning Process (ROSIE)
History of Evolution of Public Relations
SWOT Analysis

Reading: Chapter 3
Assignment None

Week 3 Public Opinion and Attitudes
Planning a PR Program
Organizing for PR

Reading: *Chapters 4, 5, 6*
Assignment None

Week 4 Ethics
The Role of Research
Communication Theory

Reading: *Chapters 11, 12*
Assignment #1: *Due Week 4*
Write an Executive Summary on your client, as indicated in the Term Project data.

Week 5 Hand in Assignment #1 (Executive Summary)
Introduction to Media Relations
Role of Media
Publicity
Mid-Term Review

Reading: *For Week #7: Read Chapters 8, 9*
Assignment: *None – study for mid-term*

Week 6 **MID-TERM EXAMINATION**

Week 7 News Releases
Media Kits
Q&A Sheets
Backgrounders

Reading: *Chapter 13*
Assignment #2: *due Week 8*
Prepare a group news release draft on your client, addressing the crisis in a pro-active way.

Week 8 Hand in Assignment #2 (News Release)
Bios
Fact Sheets
Public Service Announcements (PSAs)
Integrated Marketing Communications
Advertising

Reading: *Chapters 14, 15, 16, 19*
Assignment #3 *due Week 9*
Prepare a group bio on your client.
Assignment #4 *due Week 9*
Prepare a group Fact Sheet on your client's company.

Week 9 Hand In Assignment #3 (Bio)
Hand In Assignment #4 (Fact Sheet)
Crisis Management
Special Publics: Consumers

Employee Communications Strategies
Multicultural Communities PR & the Net

Reading: *Chapters 17, 18*
Assignment *None*

Week 10

The Law

Government

Review of Term Project presentation. Role of presenters and role of students. Marked on clearness, communication skills, ability to handle question-and-answer period, professionalism.

Reading: *Chapters 7 & 20 (both optional)*
Assignment *None*

Week 11

Client Presentations (15 minutes each **plus** a brief Question-and-Answer period)

Hand in Term Project

Informal group discussion, analysis and exam review

Week 12

FINAL EXAMINATION