



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 3321****Public Relations**

---

Hours/Week:	3	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

---

**Prerequisites:**

NONE

---

**Course Objectives:**

The objective of the course is to provide students with an overview of public relations theory and technique in order to enable them to carry out various public relations functions for a business, government, association 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 the discussion, and provide examples of the material covered in the text during the lessons.

---

**Evaluation**

Final & Mind-Term Exam	35%
Projects	55%
Participation	<u>10%</u>
TOTAL	100%

Each project is evaluated on the basis of the content of the assignment, i.e. originality, research, application of lesson, ability to answer the question, presentation format. All projects must be completed on time in order to obtain credit for the course.

---

**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

### Course Summary:

The learning of public relations principles and techniques will be reinforced by the application of lecture material to solve practical case studies and other assignments, some of which will be presented in written format. Completion of these projects will enable the students to apply the material covered during the term, and to measure and evaluate what they have learned.

---

### Course Record

Developed by:	<u>Instructor Name and Department (signature)</u>	Date:	<u></u>
Revised by:	<u>Geraldine Vance Instructor Name and Department (signature)</u>	Date:	<u>December 1999</u>
Approved by:	<u>Associate Dean (signature)</u>	Start Date:	<u></u>



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3321**  
**Public Relations**

---

**Effective Date**

April 2000

---

**Instructor(s)**

Geraldine Vance

Office No.: 681-7557

Office Hours:

Phone:

Fax: 681-2411

---

**Required Text(s) and Equipment**

THE PRACTICE OF PUBLIC RELATIONS by Fraser P Seitel – 7<sup>TH</sup> Edition  
Macmillan Publishing Co., 1992

**Reference Text(s) & Recommended Equipment:**  
NONE

---

**Course Notes (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**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.

---

Session	Outcome/Material Covered	Reference / Reading
1	What is public relations? Defining and identifying audiences and publics. The Four-Step planning process (RACE/PEACE).	Chapters 1 & 2
2	Opinions and attitudes. Planning a PR program. Organizing for PR.	Chapters 3 & 4
3	Ethics.	Chapter 5
4	The role of research. Communication theory.	Chapters 6 & 7
5	Preparing news releases, press kits. Writing for the eye. Effective speech.	Chapters 8 & 9
6	The spoken word: the speech as a PR vehicle. Writing for the ear. Effective speech.	Chapter 10
7	PR and marketing. Institutional advertising. Publicity techniques.	Chapters 11, 12 & 13
8	Introduction to media relations.	Chapter 14
9	Special publics: employees, community, and consumers.	Chapters 15, 17 & 18
10	Issues management.	Chapter 21
11	Review	
12	Final Exam	