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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

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

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>200010</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>

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**Prerequisites:****MKTG 2202, 1102 or department permission****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 activities and assignments which emphasize class participation, group discussions of case studies, readings, individual research, writing, and lectures. 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.

**By the end of the course, the student should have a good understanding of:**

- ❖ The theories and processes in the practice of public relations
  - ❖ The major tools and strategies in public relations
  - ❖ How to prepare press releases and a media kit
  - ❖ How to plan and execute a public relations program
  - ❖ The techniques in researching and analyzing information for publicity.
  - ❖ The ethical implications of public relations work
  - ❖ Issues and crisis management
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**Evaluation**

Final Exam	20%
Projects	50%
Mid-term exam	10%
Participation	<u>20%</u>
<b>TOTAL</b>	<b>100%</b>

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.

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### Course Record

Developed by:	<hr/>	Date:	<hr/>
	Instructor Name and Department (signature)		
Revised by:	<hr/>	Date:	<hr/>
	Claire Hurley Instructor Name and Department (signature)		December 5, 1999
Approved by:	<hr/>	Start Date:	<hr/>
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

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

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**Effective Date**

January 2000

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**Instructor(s)**

Claire Hurley

Office No.:

Office Hours:

Phone: 948-0877

Fax:

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**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

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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.

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**ASSIGNMENTS:** For each of the projects students are encouraged to:

- a) use resources in addition to the text,
- b) demonstrate creativity in the selection of content for projects,
- c) improve writing skills by using business English (no slang), writing in complete sentences, using spelling and grammar checking programs

**PROJECTS TAKEN FROM THE INTERNET ARE NOT ACCEPTABLE.**

- a) **Media Kit**--Prepare a comprehensive media kit on a topic of interest to you. Your kit should include: a) a fact sheet, (b) press release, (c) a community events notice for print, (d) a public service announcement for radio or TV (specify), (e) a covering letter to accompany either (c) or (d) and (f) a media mailing list ( 10 outlets).

Photographs are optional.

**Due Date: February 1, 2000** NOTE: Drafts of the fact sheet and press release may be submitted for help: due Jan. 18 (to allow time for marking and return)

- b) **Public Relations Plan**--Applying the R-A-C-E approach create a detailed public relations plan for a topic/situation of your choice. Sections to be included:  
(a) backgrounding the problem, (b) situational analysis, (c) scope of assignment, (d) research methods, (e) target audiences, (f) key messages, (g) communications vehicles, (h) project team, (i) production schedule ( task analysis)

This may be an imaginary plan for an organization or something specific for your employer.

**Due Date: February 29, 2000**

- c) **Crisis Management Program**-- using the resources in chapter 19, handouts, and **additional resources**, develop a **theoretical** crisis management plan. This plan should have 4 sections: (a) research, (b) action, (c) communication and (d) evaluation.

**Due Date: March 14, 2000**

**Alternative Selection:** As an alternative to projects (b) or (c) students may choose to prepare an oral presentation (with handouts for the class) on **one** of the following chapters: 6, 12, 14, 15, 16, 17, or 18. Students are to notify the instructor of this choice no later than the third class ( January 25, 2000.) Students are encouraged to be creative in their presentations.

**All projects are of equal value. Projects are worth 50% of the final mark.**

Marketing 3321

Instructor: Claire Hurley

Session	Outcome/Material Covered	Reference/ Reading
1	Defining public relations, audiences, publics. Planning process: R-A-C-E	Chapters 1, 2
2,	Opinions, attitudes. Planning a PR program. Writing--the basics--press releases, fact sheets.	Chapters 3, 8
3.	Ethics. Writing--media kits, styles.	Chapters 4, 9
4.	Research methods. Communication theory. <b>PROJECT #1 DUE.</b>	Chapters 5, 6
5.	Management theory of public relations. Preparing PR campaigns.	Chapter 7
6.	Writing for the ear, the eye. Speeches. <b>MID-TERM EXAM.</b>	Chapters 8, 9
7.	PR & the Internet--writing style. Issues and Crisis Management.	Chapters 10, 19
8.	Publicity and Media Relations. <b>PROJECT #2 DUE</b>	Chapters 11, 12
9.	Integrated Marketing Communications	Chapter 13.
10.	PR & employees, consumers, multi-cultural communities, government. <b>PROJECT #3 DUE.</b>	Chapters 14-17
11.	Future of Public Relations	Chapter 20
12.	<b>FINAL EXAM</b>	