



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

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

Hours/Week:	36	Total Hours:	36	Term/Level:	199920
Lecture:	6	Total Weeks:	1	Credits:	3
Lab:					
Other:					

Prerequisites:

Course Objectives:

(Upon successful completion of this course, the student will be able to:)

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 during the lessons.

Evaluation

Final Exam	30%
Mid-Term	
Projects	60%
Participation	<u>20%</u>
TOTAL	100%

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:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

Effective Date

April 1999

Instructor(s)

Geraldine Vance

Office No.:

Office Hours:

Phone:

Required Text(s) and Equipment

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

Reference Text(s) & Recommended Equipment:

NONE

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. 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.
3. 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.)

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