

COURSE OUTLINE**COURSE NAME: PUBLIC RELATIONS****COURSE NUMBER: MKTG 3321****DATE: JANUARY 1996****Prepared by: School of Business****Taught to: Part Time Studies****Date Prepared: November 1995****Term: ALL****Hrs/Wk: 3****Credits: 3.0****No. of Weeks: 12****Total Hours: 36****Instructor: John Keirstead, APR****Phone: 524-1661***BURNABY CAMPUS***Office :****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 classroom discussion and provide examples of the material covered during the lessons.

EVALUATION

Final Examination	30 %
Projects	50 %
Participation	20 %

Each project is evaluated on the basis of 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 to obtain credit for the course.

REQUIRED TEXT(S) AND MATERIALS

Seitel, Fraser P. - THE PRACTICE OF PUBLIC RELATIONS (6TH Edition)
Prentice - Hall, 19965

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

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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(continued)

MATERIAL COVERED

Reading from: The
Practice of
Public Relations

What is public relations? Defining and identifying audiences and publics. The Four-Step planning process (RACE/PEACE).

Chapters 1 & 2

Opinions and attitudes. Planning a PR program. Organizing for PR.

Chapter 3

The role of research. Communication theory.

Chapters 4 & 5

Ethics

Chapter 6

PR Management. Organizing for PR.

Chapter 7

Preparing news releases, press kits. Writing for the eye. The printing process. The spoken word: the speech as a PR vehicle. Writing for the ear. Effective speech.

Chapters 8 & 9

Video

Chapter 10

PR and marketing. Institutional advertising. Publicity techniques.

Chapter 11

Introduction to media relations.

Chapter 12

Special publics: employees, community, investors and consumers.

Chapters 13 - 17

Managing crisis and opportunity.

Chapter 19

Review / Exam