

Instructor: Gary Fowlie

DOWNTOWN  
CAMPUS

**Marketing 3321 - Public Relations**

**Course Outline**

SEP 18 2003

**January 9 - Chapters 1 and 2**

- overview
- hall of fame/shame

**January 16 - Chapter 3**

- target audiences
- public opinion and attitudes

**January 23 - Chapters 4, 5, 6**

- communications theory
- ethics

**January 30 - Chapters 8, 9**

- writing

**February 6 -**

- writing

**February 13 - Chapter 12**

- media management
- guest

**February 20 - Chapter 11 - ASSIGNMENT # 1 DUE**

- public relations and marketing

**February 27 - Chapter 19**

- crisis communication
- guest

**March 5 - Chapter 20**

- issues management
- PR future

**March 12**

- Roger and Me

**March 19 - Chapter 17 - ASSIGNMENT # 2 DUE**

- investor relations
- review

**March 26 - Final Examination**

**Course Evaluation**

**Assignment #1 - 30%**  
**Assignment #2 - 30%**  
**Fame and Shame - 10%**  
**Final Examination - 30%**

**Course Text**

**Seitel, Fraser P., *The Practice of Public Relations*, 6th Edition, Prentise-Hall**

## **MARKETING 321 - PUBLIC RELATIONS**

### **Assignment #1**

The preparation of materials for the media is one of the basic skills of the public relations professional.

You are to develop a **MEDIA KIT** that will be delivered to the media at a news conference, product launch or promotional event.

The "news" to be announced at a news conference is up to you, but the **MEDIA KIT** will include the following materials:

- 1) A news release
- 2) A background sheet (if appropriate) for the media
- 3) A news conference agenda, location and rationale for choice of location
- 4) Speaking notes for the principal spokesperson (if appropriate)
- 5) A background "Q and A" for the principal spokesperson (if appropriate)
- 6) Media target list

This assignment is worth 30% of your final grade and is due on **February 20, 1996.**

## **MARKETING 321 - PUBLIC RELATIONS**

### **Assignment #2**

The public relations professional is often called upon to develop comprehensive public relations campaigns that will identify specific objectives and detail a course of action to be followed over a specified time period.

It is for you to decide the nature of your campaign. I suggest you use as sources of inspiration your present/past work experience, volunteer efforts or the weekly offerings to our P.R. Halls of Fame/Shame.

### **Your campaign will:**

- 1) identify internal and external audiences which you will note as primary, secondary and marginal targets
- 2) provide a P.R. situational analysis by describing the environment in which the organization operates as well as the business and public relations objectives
- 3) describe research methods used to focus the key messages, the tactics (ie. events, programs etc.) to deliver the message and the media that you will use.
- 5) include a rough budget, time line and project team with assigned responsibilities
- 6) provide suggested evaluation methods to determine the programs success

This project is worth 30% of your final mark and is due on **March 19, 1996.**