



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing

Option: Marketing Communications

**MKTG 3339****Public Relations and Event Marketing****Start Date:** September 5, 2006**End Date:** December 15, 2006**Total Hours:** 75 **Total Weeks:** 15**Term/Level:** 3 **Course Credits:** 5**Hours/Week:** 5 **Lecture:** 3 **Lab:** 2**Shop:** N/A **Seminar:** N/A **Other:** N/A**Prerequisites****MKTG 3339 is a Prerequisite for:**

Course No.	Course Name
	Completion of First Year core program.

Course No.	Course Name
	All Term 4 specialty courses.

**■ Course Description**

The focus of this course is on the practical application of Public Relations tactics. Students will be given an opportunity to apply PR techniques and tactics throughout the course. Emphasis is placed on the basic tactics such as press release writing and distribution, media relations and event marketing.

**■ Detailed Course Description**

This course provides students with the tools to equip them to enter the workforce in a public relations capacity in an entry level position. A very hands-on, practical approach is used in delivering the curriculum. The course is taught using a combination of lectures, in-class exercises, guest lectures, case studies, group and individual projects and student participation. A key learning exercise is the writing of a journal throughout the course. The student will have portfolio pieces upon completion of the course.

**■ Evaluation**

Journal (Individual)	30%
Term Project (Group)	25%
Term Project (Media Kit)	30%
Class Participation	15%
<b>TOTAL</b>	<b>100%</b>

Comments: Failure to achieve 50% on the combination of the Media Kit Project and the Journal will result in 0% for the Group Project and Class Participation, thereby resulting in a failure for the course.


■ **Course Learning Outcomes/Competencies**


Upon successful completion, the student will be able to:

- provide students with the practical application and theoretical knowledge in order to enable them to carry out public relations functions for business, government and not-for-profit organizations.
- expose students to the working environment within the field of public relations.
- provide students with the business skills necessary in developing public relations campaigns.


■ **Verification**

I verify that the content of this course outline is current.

  
\_\_\_\_\_  
Authoring Instructor

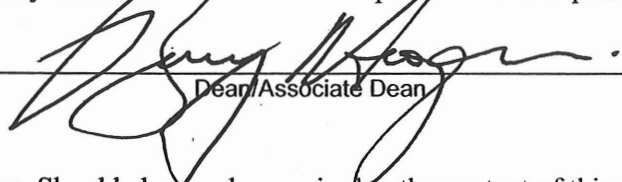
  
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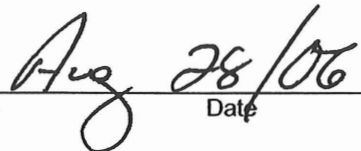
I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

  
\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## ■ Instructor(s)

Carroll Nelson	Office Location: SE6-302	Office Phone: 604-451-6765
	Office Hrs.: By appointment during posted office hours.	E-mail Address: Carroll_Nelson@bcit.ca

## ■ Learning Resources

### *Required:*

- Readings as handed out by instructor. ***ALL HANDOUTS ARE SUBJECT MATERIAL.***
- Soft Cover Notebook; Annual Report; Media Kit; On-line and Print Media Releases
- Newsletters: on-line; printed (external); in-house newsletter
- Product PR Brochures.

### *Recommended:*

- Caps and Spelling, The Canadian Press
- The Canadian Press Style Book
- Webster's Collegiate or University Dictionary
- Any current Public Relations texts

## ■ Information for Students

*(Information below can be adapted and supplemented as necessary.)*

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests or quizzes. If you miss a test or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance and Participation:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each class. Students not present at that time will be recorded as absent. Students who do not return to class after any breaks will be changed to an absent status. Excessive absence will be deemed to be missing more than 10% of lectures and labs. The student will be disqualified from both of the Group Term Project and the Individual Term Project if this is exceeded. Participation marks will be based on the student's attendance and contribution to class discussion on a weekly basis. Work assignments associated with labs will also qualify for participation marks. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class — this will enable you to participate effectively in class activities. The level of participation and contribution observed by the instructor will be a principal factor in determining the marks awarded for participation.

**Illness:** A doctor's note is required for any illness causing you to miss classes, assignments, quizzes, tests or projects. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

## ■ Assignment Details

### **Term Project (Group)**

A separate document titled: "Marketing Communications/Direct Response Fall Term Project" will be provided to each student. All details, including due dates and content requirements, are included in this document.

### **Term Project (Media Kit)**

Each student is required to complete an assignment in addition to the group project. A separate document titled "Media Kit Project" will be provided to each student. All details, including due dates and content requirements, are included in this document.

### **Journal**

Each student is required to maintain a journal and submit this journal on dates requested by the instructor. A separate document will be provided to each student outlining the requirements.

### Schedule

Week	Material Covered	Reference Material	Assignment
1 Sept. 5	<b>Lectures:</b> Orientation Course Outline and Objectives Major Project Discussion Projects and Assignments Personal Profiles PR Samples  <b>Lab:</b> Group Dynamics	1. Course Outline 2. Major Project Outlined 3. Caps and Spelling 4. CP Style Book	1. Personal Profiles 2. Major Project
2 Sept. 11	<b>Lectures:</b> A. The Role of PR: How it Fits into an Organization's Business B. Ethics  <b>Lab:</b> A. Exercise on Ethics B. Journals	1. Handouts	1. Journal 2. PR Samples 3. Lab Exercise
3 Sept. 18	<b>Lectures:</b> A. Public Relations Plans and Budgeting B. PR Agencies — How They Charge C. Media Releases  <b>Lab:</b> A. Media Release Analysis B. PR Samples	1. Handouts 2. Caps and Spelling 3. CP Style Book	1. Journal 2. Media Release
4 Sept. 25	<b>Lectures:</b> A. Media Releases B. Media Kits  <b>Lab:</b> Media Releases	1. Handouts 2. Caps and Spelling 3. CP Style Book	1. Journal 2. Media Kits

Week	Material Covered	Reference Material	Assignment
5 Oct. 2	<b>Lectures:</b> A. Media Kits B. Media Conferences and Receptions C. Managing the Media D. Speech Writing  <b>Lab:</b> A. Media Kits (contents) B. Q & As C. TV Interviews Preparation	Handouts	1. Journal 2. Q & As 3. TV Interview Partners
6 Oct. 9	<b>Lectures:</b> A. Sponsorships B. Newsletters C. Annual Reports D. Corporate Brochures  <b>Lab:</b> A. Sponsorships B. Annual Reports	Handouts	Journal
7 Oct. 16	<b>Lectures:</b> A. Course Material Review B. Journal Assignment C. Resumes and Interviews  <b>Lab:</b> Newsletters	Handouts	1. Journal 2. Resume
8 Oct. 23	<b>Lectures:</b> A. Audiovisual Aids in PR B. Product PR Tactics C. Integrated Marketing Communication Tactics  <b>Lab:</b> A. Q & As for TV Interviews B. Interviews: TV, Jobs, Business Meetings, Radio, Print Media	Handouts	1. Journal 2. Resume

Week	Material Covered	Reference Material	Assignment
9 Oct. 30	<b>Lectures:</b> A. Panel of Grads B. Investor Relations  <b>Lab:</b> Feedback on Major Project Drafts	Handouts	Journal
10 Nov. 6	<b>Lectures:</b> A. Employee PR Tactics B. Event Marketing  <b>Lab:</b> TV Interviews — Broadcast Centre	Handouts	Journal
11 Nov. 13	<b>Lecture:</b> A. Event Marketing B. Crisis Management  <b>Lab:</b> TV Interviews — Broadcast Centre	Handouts	Journal
12 Nov. 20	<b>Lecture:</b> A. Crisis Management B. Journals  <b>Lab:</b> Event Marketing Exercise	Handouts	1. Journal 2. <b>Major Project Due</b> — Noon, Nov. 25
13 Nov. 27	<b>Lectures:</b> Major Project — Presentations  <b>Lab:</b> Major Project — Presentations		Journal
14 Dec. 4	<b>Lectures:</b> A. Industry Tour/Course Review B. Resumes  <b>Lab:</b> Wrap-up		1. Journal 2. <b>Media Kit Due</b> 3. <b>Resumes Due</b>
15 Dec. 11	<b>Exam Week</b>		