

OCT 13 1999

Course Outline



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing

Option: Marketing Communications

MKTG 3339

Public Relations

Start Date: September, 1999

End Date: November, 1999

Course Credits: 3

Term/Level:

Total Hours:

Total Weeks:

Hours/Week: 4	Lecture: 3	Lab: 1	Shop:	Seminar:	Other:
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Prerequisites

is a Prerequisite for:

Course No. Course Name

Course No. Course Name

Course Calendar Description

The emphasis of this course will be on the practical application of the elements of Public Relations and Public Relations techniques. Students will be required to produce written assignments of industry caliber, demonstrating a thorough understanding of the principles and practice of PR.

Presentation skills will be developed through oral presentations throughout the term.

Writing skills will be developed through written assignments throughout the term.

Course Goals

To equip students with the knowledge and tools of PR, enabling them to plan and execute the elements of PR and its tactics for a variety of target audiences.

Note: dates to remember this fall are: Shinerama Sept. 22nd, Thanksgiving Oct. 11th, Mid Term Week Oct. 18th – 22nd, Remembrance Day Nov. 11th, TBC – George Tidball Series speaker end of Sept.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending **90%** of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than **2 lab hours** for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **NOTE:** Failure to achieve **50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.

Examination # 1	20%
Examination # 2	25%
Projects/Laboratory*	55%
Total	100%

- * 20% Marketing Communications Joint Project
25% Media Kit – 10% Individual News Release
10% Background Material and Q & A
5% Group 'pitch' to class
10% PR Wall of Shame and Fame

TOTAL	<u>100%</u>
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Course Learning Outcomes/Competencies

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

- Recognize the appropriate elements of public relations necessary to complete a communications strategy
- Evaluate public relations programs, analyze their strengths and weaknesses and make recommendations for improvements
- Develop an appropriate communications strategy for the appropriate target audiences

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

[Signature] Sept 15/99

Date



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
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Option: Marketing Communications

Course Number:
MKTG 3339

Course Name: Public Relations

Instructor(s)

Gary Fowlie

Office No.: SE6-306
Office Hrs.:

Office Phone: 451-
E-mail Address: Gfowlie@msn.com

Learning Resources

Required:

Reading in the form of handouts will be assigned. **ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS**

Recommended:

Daily Newspapers, with special attention to the business section
Canadian Press Style Guide

BCIT Policy Information for Students

Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **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.
- **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.
- **Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances at the approval of the instructor.
- **Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.



Schedule

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Assignment Details

All project assignments are due as per the time designated by the Instructor. Any assignments received after that time will be assessed a 10% per day penalty.

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	September 9 – Overview of PR September 10 – Elements of PR Quiz/Shame and Fame			
2	September 15/16 – History of PR, Public Opinion and Attitude Measurement, Target Audience September 17 – Audience Identification			
3	September 22 – No Class – Shinerama September 23 – PR Ethics, Media Basics September 24 – Audience Identification			
4	September 29/30 – Writing for PR, The Media Kit October 1 – The Lead Game			
5	October 5/6 – PR Research, Media Spokesman Training October 7 – Semantic Differential and Survey Design			
6	October 12/13 – Marketing PR, Roger and Me Quiz October 14 – Media Kit lab work			
7	October 20 – Joint Marketing Communications Group Project Work, MID TERM EXAM October 21 – Media Kit Lab work			
8	October 27/28 – Crisis Communications, Issues Management, Investor Relations October 29 – Future of PR – Technology			
9	November 3 – 10:30 to 12:30 Media Kit Presentations			
	FINAL EXAMINATIONS TO BE DETERMINED			