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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing

Option: Marketing Communications

MKTG 3339**Public Relations and Event Marketing**

Hours/Week:	4	Total Hours:	56	Term/Level:	3
Lecture:		Total Weeks:	14	Credits:	3
Lab:					
Other:					

Prerequisites**MKTG 3339 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

Completion of First Year core program.

Course Goals

To provide students with the tools to equip them to enter the workforce in a public relations capacity in an entry level position.

Course Description

The focus of this course is on the practical application of Public Relations tactics. Students will be given opportunity to apply P.R. 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.

Evaluation

Examination Number 1	20%	A passing grade MUST be obtained on the average of the two exams in order to pass the course.
Examination Number 2	20%	
Projects/Laboratory	60%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

1. 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.
 2. To expose students to the working environment within the field of public relations.
 3. To provide students with the business skills necessary in developing public relations campaigns.
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Course Record

Developed by: _____ Date: _____
Instructor Name and Department (signature)

Revised by: _____ Date: _____
Instructor Name and Department (signature)

Approved by: _____ Start Date: _____
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part B**

School of Business

Program: Marketing

Option: Marketing Communications

MKTG 3339

Public Relations and Event Marketing

Effective Date

September, 1997

Instructor(s)

1. Carroll Nelson	Office No.:	SE6-306	Phone:	451-6765
	Office Hrs.:	By appointment during posted office hours.		
2. Robert Brett	Office No.:	SE6-330	Phone:	451-6764
	Office Hrs.:	To be announced.		

Text(s) and Equipment

Required:

Caps and Spelling, The Canadian Press.

Additional readings as handed out by instructor. ***ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS.***

Recommended:

The Canadian Press Style Book.

Webster's Collegiate or University Dictionary.

Any current Public Relations texts such as *The Practice of Public Relations*, 6th Edition, Fraser P. Seitel; Maxwell MacMillan Pub.

Course Notes (Policies and Procedures)

Plagiarism and Cheating: BCIT, in common with other educational institutions, condemns cheating or attempted cheating, including plagiarism, within its community. Reprimands and appeals will be exercised according to official policy.

Changes to Schedule: The course information and schedule are subject to change.

Announcements in Class: Students are responsible for all class announcements concerning course information, schedule changes, assignments and handouts ***whether or not they are in attendance.***

Assignment Details

This course is taught using a combination of lectures, in-class exercises, guest lectures, case studies and student participation. Classroom discussions will form an important part of the course. Therefore, students are expected to contribute to the dialogue throughout the term. Attendance is a key success factor in this course. All project assignments are due as per the time designated by the instructor. A penalty of 10% per day will be assessed for overdue assignments.

Attendance requirements will be enforced as per the BCIT policy of the calendar. Excessive absence will be deemed to be missing more than 2 labs or 2 lectures or a combination thereof, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.