



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

School of Business

Program: Marketing

Option: Marketing Communications

MKTG 3339

Public Relations Management

Hours/Week:	3	Total Hours:	42	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 emphasis of this course will be on the practical application of Public Relations tactics. Students will be given opportunity to apply P.R. techniques and tactics throughout the course.

Evaluation

Final Examination	30%	A passing grade must be obtained on the average of the two exams in order to pass the course.
Mid-Term	25%	
Projects/Laboratory	45%	
TOTAL	100%	

Attendance requirements will be enforced as per the BCIT Policy on Page 2 of the Calendar. Excessive absence will be deemed to be missing more than **2 labs** 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.

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.

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

School of Business

Program: Marketing

Option: Marketing Communications

Course Outline Part B

MKTG 3339

Public Relations Management

Effective Date

September, 1995

Instructor(s)

Carroll Nelson	Office No.:	SE6-306	Phone:	6765
	Office Hrs.:	Wednesday: 10:30–12:30		
		Thursday: 10:30–12:30		
		Friday: 12:30– 1:30 (or by appointment)		

Text(s) and Equipment

Required:

The Practice of Public Relations, 6th Edition, Fraser P. Seitel, Maxwell MacMillan Publishing.

Caps and Spelling, The Canadian Press.

Additional readings as handed out by instructor.

Recommended:

The Canadian Press Style Book.

Webster's Collegiate or University Dictionary.

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.



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School of Business

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Schedule

MKTG 3339

Public Relations Management

Week	Lecture Date	Material Covered	Reference
1	Sept. 7	Introduction to Course	Chapter 1
2	Sept. 14	Introduction to Public Relations – The Scope of Public Relations in Society – The Use of Research in Public Relations	Chapters 2–4
3	Sept. 21	The Public Relations Campaign – Planning; Objectives; Target Audiences; Tactics; Budgeting	Chapter 7
4	Sept. 28	Ethics in Business, Government and Society Special Event Marketing	Chapter 6
5	Oct. 5	Public Relations Writing – Fundamentals of Writing – News Releases	Chapter 8
6	Oct. 12	Public Relations Writing (continued) – Media Kits; Speech Writing; etc.	Chapter 9
7	Oct. 19	Mid-Term Exam	Chapters 1–4 Chapters 6–9 All handouts to date
8	Oct. 26	Public Relations as a Part of the Promotions Strategy	Chapter 11
9	Nov. 2	The Use of Television, Video, Radio and Print Media in Public Relations	Chapters 10 & 12
10	Nov. 9	The Use of Television, Video, Radio and Print Media in Public Relations (continued)	Chapters 10 & 12
11	Nov. 16	Internal Publics External Publics	Chapter 13 Chapter 15
12	Nov. 23	Public Relations in Government Investor Relations	Chapter 16 Chapter 17
13	Nov. 30	Non-Profit Marketing Special Interest Groups	Chapter 11
14	Dec. 7	Crisis Management Wrap-Up of Course	Chapter 19
15	Date to be announced	Final Exam	