

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
COURSE OUTLINE

COURSE NAME PUBLIC RELATIONS MANAGEMENT

COURSE NUMBER MKTG2339

DATE September, 1994

Prepared by L. Baxter

Taught to Second Year

School Business

School Business

Program Marketing

Program Marketing

Date Prepared August 1994

Option Advertising & Sales Promo

Term 3

Hrs/Wk 3

Credits 3

No. of Weeks 14

Total Hours \_\_\_\_\_

Instructor L. Baxter

Office SE6 - 306

Local 6765

Office Hours Friday 9:00 - 10:30 a.m. or by appointment

PREREQUISITES

First Year Marketing

COURSE OBJECTIVES

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.

EVALUATION

Final Examination	<u>25</u>	%
Mid-Term	<u>20</u>	%
Projects	<u>50</u>	%
Laboratory	_____	%
Other (1) Class Participation	<u>5</u>	%
(2)	_____	%

N.B. Attendance requirements of BCIT will be in force.

A passing grade must be obtained on the average of the two exams in order to pass the course.

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 at the start of class on the due date. Any assignments received after that time will be assessed a 10% per day penalty.

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## REQUIRED TEXT(S) AND EQUIPMENT

*The Practice of Public Relations*, 5th Edition, Fraser P. Seitel, Maxwell MacMillan Publishing.

Additional readings as handed out by instructor.

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## REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Caps and Spelling, The Canadian Press.

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## COURSE METHODOLOGY

This course is taught using a combination of lectures, in-class exercises, 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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## RULES OF UNDERSTANDING

**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.

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## COURSE OUTLINE

### Marketing 339 - Public Relations Management

WK 1	Sept. 8	Introduction to course	
	9	NO CLASS	
WK 2	Sept. 15	Introduction to Public Relations Case Study - Exxon Valdez, Pg 18	Chpts. 1 & 2
	16	Public Relations Management	Chpt. 3
WK 3	Sept. 20	Final Project Details (Mkt 417)	
	22	Communications & Persuasion ASSIGNMENT #1 DUE	Chpt. 4
	23	Ethics in Public Relations	Chpt. 5
WK 4	Sept. 29	Fundamentals of PR Writing	Chpts. 7 & 8
	30	Writing Continued	
WK 5	Oct. 4	FINAL PROJECT PROPOSAL DUE (Mkt 417)	
	6	Writing for the Eye and Ear	Chpts. 9 & 10
	7	Writing Continued	
WK 6	Oct. 13	PR Marketing & Advertising ASSIGNMENT #2 DUE	Chpts. 11 & 12
	14	Publicity Techniques	Chpt. 13
WK 7	Oct. 20	Dealing with the Media	Chpt. 14
	21	NO CLASS - Prep for Mid-Term	
WK 8	Oct. 27	MID-TERM	
	28	Special Publics - Governments	Chpt. 16

WK 9	Nov. 3	Special Publics: Employees	Chpt. 15
	4	Newsletters	
WK 10	Nov. 10	Special Publics - The Community ASSIGNMENT #3 DUE	Chpt. 17
	11	NO CLASS - Remembrance Day	
WK 11	Nov. 17	Special Publics - Consumers	Chpt. 18
	18	Special Publics - Investors	Chpt. 19
WK 12	Nov. 22	FINAL PROJECT WRITTEN ANALYSIS DUE (Mkt 417)	Chpt. 21
	24	Managing Crisis & Opportunity	
	25	Open - TBA	
WK 13	Nov. 29	FINAL PROJECT ORAL PRESENTATION DUE (Mkt 417)	
	Dec. 1	NO CLASS	
	2	NO CLASS	
WK 14	Dec. 8	The Future of Public Relations Review	Chpt. 23
	9	NO CLASS	

Schedule subject to change with notice.