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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**COURSE OUTLINE****Course Name:** *Press Relations***Course Number:** MKTG 0118**Start Date:** September 26, 1996**Prepared by:** School of Business**Taught to:** Part Time Studies**School:** Business**Date Prepared:** April 1996**Term:** Fall/Winter**Hrs./Wk:** 3**Credits:** 1.5**No. of Weeks:** 7 weeks audit/ 8 weeks credit**Total Hours:** 21 or 24

Prerequisites:None

COURSE OBJECTIVES:

A mid to senior level course primarily designed for the employee currently working in a marketing or public relations capacity. This course would also benefit a marketing student wanting to pursue a career in the public relations or journalism field.

This course will provide the participant with an understanding of the press as a business and how best to reach a particular target market using the press as a conduit.

Material covered includes a definition of the media, basic media process, developing media strategy, news room realities, packaging your message, the media as messenger, interview techniques and critiques, and crisis communications.

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COURSE OUTCOMES:

1. Understanding basic media process. Learning how subjective information becomes "news."
 2. The ability to define "news value."
 3. Understanding the difference between paid advertising and news.
 4. Developing media strategy including the crafting of key messages.
 5. Learning how to package a message for optimum exposure.
 6. Ability to target your customer effectively, using the media as messenger.
 7. Learning to apply specific techniques to succeed at winning the media interview.
 8. Ability to handle the media during a crisis, including strategic follow-up procedures.
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EVALUATION:

Final Exam	75%
Assignments, attendance & participation	25%

This course may be audited, or taken for 1/2 credit towards a certificate in either Marketing Management or Media Techniques for Business. An explanation of content for exam and assignments will be provided by instructor at the beginning of first session.

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REQUIRED TEXT:

There is no textbook required as handouts will be provided at each lecture. However, reference texts will be made available upon request.

OPTIONAL: blank video tape if student wishes to keep in-camera interview session.

COURSE OUTLINE

SESSIONS	MATERIAL COVERED	READING
1	<ul style="list-style-type: none">-Who are the media?- prerequisites of a reporter- basic media process- interview role play	Handouts will be provided for all lectures
2	<ul style="list-style-type: none">- the media as a business- definition of "news value"- paid advertising vs. news- the media as a "customer"- interview role play	
3	<ul style="list-style-type: none">- developing media strategy- target markets- identifying and crafting key messages- interview role play	
4	<ul style="list-style-type: none">- packaging your message- the media as messenger- format (news releases, tip sheets, news conferences, etc.)- distribution- interview role play	
5	<ul style="list-style-type: none">- getting the media's attention- news room realities- who does what, where and when- interview role play	

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COURSE OUTLINE (continued):

SESSIONS	MATERIAL COVERED	READING
6	<ul style="list-style-type: none">- the interview- rules of the game- specific techniques for print, radio and television- media tactics and responses- interview role play	Handouts will be provided for all lectures
7	<ul style="list-style-type: none">- crisis communications- the crucial first hour- strategic corporate organization- responsibilities of the key spokesperson- when it is over	
8	FINAL EXAM	