



SEP 09 2003
CANCELLED JUN 20 2000

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1019

Press / Media Relations

Hours/Week:	3	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

NONE

Course Objectives:

A mid-level course primarily designed for someone who will be working in a marketing or public relations capacity or would like to pursue a career in media/public relations.

Participants will gain an understanding of the media as a business and how to best reach a particular market using the media as a conduit.

Material covered includes the workings of the media, basic media processes, developing media approaches, news release writing, newsroom realities, packaging your message, new conferences, interviews and crisis communications.

Evaluation

Participation	5%
Final Exam	35%
Assignments:	60% (three out of 10 marks, two out of 15 marks)
Late assignments	Minus one mark per day late (unless prior arrangement)

This course may be audited or taken for full 3 credits towards a certificate in either Marketing Management or Media Techniques for Business

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary::

- Understanding the media: what is news, where does it come from
 - Find the news value: news versus newsworthy events
 - News releases, advisories and media kits: following media style
 - Understand the difference between news and advertising – and where they meet
 - Define media objectives and strategies including key messages
 - Targeting: the media as a market for reaching your audiences
 - Handling interviews and soundbites: what the media want in an interview
 - Planning news conferences and media events: making them work
 - In a crisis: how to get *your* messages out in a crisis
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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 (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1019
Press / Media Relations

Effective Date

April 2000

Instructor(s)

Stephen Barrington

Office No.:

Office Hours:

Phone: 432-8773

Required Text(s) and Equipment

The Canadian Guide to Managing the Media (Revised Edition) by Ed Shiller

Reference Text(s) & Recommended Equipment

The Canadian Press Style Guide by the Canadian Press (optional)

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS: Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

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.

Session	Outcome/Material Covered	Reference/Reading
1	Introduction How the media works; what they want Who's who in the newsroom News release introduction	1, 2, 3
2	News releases Finding the news release value Advertising versus news: controlling the message Targeting: customer / specialty publications	5, 6, 7
3	Canadian Press style Grammar, spelling and prooooofreading Copyright primer Media issues / "right to know"	
4	News releases News versus newsworthy Riding the news/being proactive Meeting media needs	9, 10
5	Other vehicles to reach media Letters to the editor Guest columnists/expertise Tip sheets/idea sheets	
6	Radio vs print vs television Radio talk shows/live interviews Preparation: know your interviewer Sell the pictures	9, 10
7	Key messages/interview introduction Anticipating questions Backgrounds Positioning sheets	8, 11
8	Interviews Print, broadcast and television It's your opportunity What the media want to hear Interview preparation and role plan	8, 11
9	News conferences and events Technical details, requirements/media kits Something for the cameras Media plans/attracting the media	9, 10
10	Avoiding non-events Partners and supporters/ready-made "other" sources News conference follow-up Timing, timing, timing Newsroom realities/Ooops and errors	11, 12, 13

11	Crisis communications Who's involved: accurate information What to say and how to say it Key spokesperson and accountability	4, 14
12	Final Exam (two hours)	

Some things this course will provide you with:

- A good understanding of media needs and how to determine “news appeal” and “media appeal” when developing a news release.
- Ability to write and format a news release that will give your message the best chance of being heard – and published – in the media.
- Basics for putting together media advisories and press kits
- Skills/knowledge to develop successful media/marketing events that draw the media and position your message, issue, company or product.
- DOs and DON'Ts for dealing with the media, including news conferences/events, interviews and proprietary information.
- Strategies/skills for crisis communications.