



OCT 28 2003

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:	199920
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

Prerequisites:

NONE

Course Objectives:

A mid-level course primarily designed for someone who will be working in a marketing or public relations capacity. This course would likewise benefit marketing students wanting to pursue a career in the media relations or public relations field.

This course will provide the participant with 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, news room realities, packaging your message, new conferences, interviews and crisis communications.

Evaluation

Final Exam	40%
Assignments:	<u>60%</u>
Late assignments	Minus one mark per day late (unless prior arrangement)
TOTAL:	100%

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

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
 - Interviews and soundbites: what the media want in an interview
 - 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 1999

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)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. 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.
3. 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.)

Session	Outcome/Material Covered	Reference/ Reading
1	Introduction How the media works What the media want Media approaches / ethnic media News release introduction	
2	News releases Finding the news release value Advertising versus news: controlling the message Targeting: media as customer / speciality publications	
3	News releases News versus newsworthy Riding the news / being proactive Key messages / interview introduction Anticipating questions	
4	News conferences and events Technical details, requirements / media kits Something for the cameras Partners and supporters / ready-made "other" sources	
5	Avoiding non-events News conference follow-up Timing, timing, timing Newsroom realities / Oops and errors	
6	Interviews Print, broadcast and television It's your opportunity What the media want to hear Interview preparation and role play	
7	Crisis communications Company-wide information Who's involved: accurate information What to say and how to say it Key spokesperson and accountability	
8	Final exam (two hours)	
9		
10		
11		
12		