



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY School of Business

COURSE OUTLINE FOR: MKTG 3339		DATE: Sept-Dec/2000
TAUGHT BY: Ange Frymire		
TAUGHT TO: Term Three Students		
Program:	Marketing	
Option:	Communications	

Hours/Week:	4	Total Hours:	56	Term/Level:	3
<i>Lecture:</i>	3				
<i>Lab:</i>	1				
<i>Other:</i>		Total Weeks:	14	Credits:	3

Instructor: <i>Ange Frymire</i>	
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Office Hours: AS POSTED	

Pre-requisites: Completion of First Year core program in Marketing.

Course Goals: To equip students with the knowledge and tools of PR and event marketing, enabling them to plan and execute the elements of PR and its tactics for a variety of target audiences, thereby allowing the students to enter the workplace in a public relations/event marketing capacity in an entry level position.

Course Description: The emphasis of this course will be on the practical application of the elements and tactics of Public Relations and Event Marketing. Students will be required to produce written assignments of industry calibre and professionalism, demonstrating a thorough understanding of the principles and practice of PR. Presentation skills will be developed through oral presentations throughout the term. Writing skills will be developed through written assignments throughout the term.

Important Dates to Note: Sept 20: Shinerama Oct 9: Thanksgiving Nov 13: Remembrance Day
Dec 4-8: Final Exams Week

**Evaluation:**

BCIT's policy on attendance, course project completion and successful marks for examinations should be read in full. Successful completion is dependant on the student attending 90% of the course time for all labs and lectures, passing the cumulative of the mid-terms and the final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than **two (2) lab hours** for reasons within the student's control or for reasons not found as reasonable by the instructor (see BCIT course calendar for more details). Upon notification and failure to provide an acceptable explanation/documentation, the student will be disqualified from writing the final exam.

Note: Failure to achieve 50% on the combined exams will result in 0% for all projects, as well as failure of the course in total.

Final Examination	20	%
Mid-term Exam	20	%
Term Projects	30	%
Laboratory	30	% (includes attendance, participation and professionalism)
Total	100	%

Course Learning Outcomes

Upon successful completion of this course, the student will be able to:

- recognize the appropriate elements of public relations necessary to complete a communications strategy
- evaluate public relations programs, analyze their strengths and weaknesses, and make recommendations for improvements
- develop professional communications strategies for appropriate target audiences
- identify integral aspects for event marketing

Course Record:

Developed by:	Carroll Nelson	Date:	September, 1997
	Instructor		
Revised by:	Ange Frymire	Date:	September, 2000
	Instructor		
Approved by:	Mike Powley	Date:	September, 2000
	<i>Mike Powley</i> Associate Dean (signature)		



Text(s) and Equipment

Required:	<i>Caps & Spelling, The Canadian Press</i> <i>Canadian Press Style Book (The)</i> Additional readings as handed out by the instructor.
Recommended:	<i>Public Relations Workbook: Writing & Techniques</i> , Raymond Simon & Joseph M. Zappala, NTC Business Books, NTC Pub. <i>Webster's Collegiate or University Dictionary</i> <i>Marketing Magazine</i> (available in BCIT's library) Current PR texts, such as <i>The Practice of Public Relations</i> , Fraser P. Seitel, Maxwell MacMillan Pub.

Course Notes (Policies and Procedures) .

- **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*.
- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **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.
- **Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of 0% for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- **Illness:** A doctor's note is required for any illness causing the student to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, the student may complete the work missed or have the work pro-rated (i.e. an average is given according to that student's performance throughout the course).
- **Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If a student misses a test, exam or quiz, he/she will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- **Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Changes to Schedule:** The course information and schedule may be subject to change.

Assignment Details:

The course is taught using a combination of lectures, in-class exercises, guest lectures, case studies and student participation. Classroom discussion will form an important part of the course. Students are expected to contribute to the dialogue throughout the term. All project assignments are due as per the time designated by the instructor.



* This schedule is subject to change at the discretion of the instructor.

Week/Dates	Material to be Covered	References
Week 1 Sept 5-8	Role of PR SWOT Analysis Positioning the Company in a Positive Light Role of Media	
Week 2 Sept 11-15	History of PR Publics of PR Public Opinion Target Markets Ethics	
Week 3 Sept 18-22	Joint Marketing Communications Project Writing for PR Speech Writing Media Kit Components (Part 1)	
Week 4 Sept 25-29	Media Kit Components (Part 2) Audio & Visual Aids in PR	
Week 5 Oct 2-6	Handling the Media Media Training/Grooming Media Conferences & Receptions Advertising PR & the Net	
Week 6 Oct 9-13	Employee PR Tactics Communications Strategies Integrated Marketing	
Week 7 Oct 16-20	Mid-Term Exam	
Week 8 Oct 23-27	PR Agencies PR Plans	
Week 9 Oct 30-Nov 3	Crisis Management Social/Cause Marketing	
Week 10 Nov 6-10	Event Marketing Cycle Marketplace Trends Objectives/Goals/Strategies	
Week 11 Nov 13-17	Sponsorships: Media/Corporate Branding/Imaging/Positioning Communications Tools External Vehicles	
Week 12 Nov 20-24	Joint Marketing Communications Term Project Presentations	
Week 13 Nov 27-Dec 1	Measurement Tools On-Site Wrap-Up Recommendations	
Week 14 Dec 4-8	Final Exam	