



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing

Option: Marketing Communications

## Course Outline

**MKTG 3339**

**Public Relations and Event Marketing**

**Start Date:** September, 2001

**End Date:**

**Course Credits:** 3

**Term/Level:** 3

**Total Hours:** 56

**Total Weeks:** 14

**Hours/Week:** 4

**Lecture:**

**Lab:**

**Shop:**

**Seminar:**

**Other:**

### Prerequisites

**MKTG 3339 is a Prerequisite for:**

Course No.	Course Name
	Completion of First Year core program.

Course No.	Course Name
	All Term 4 specialty courses.

### Course Calendar Description

The focus of this course is on the practical application of Public Relations tactics. Students will be given an opportunity to apply PR techniques and tactics throughout the course. Emphasis is placed on the basic tactics such as press release writing and distribution, media relations and event marketing.

### Course Goals

To provide students with the tools to equip them to enter the workforce in a public relations capacity in an entry level position.

### Evaluation

Journal	40%
Major Term Project	25%
Minor Term Project	10%
Press Release	10%
Class Participation	15%
<b>TOTAL</b>	<b>100%</b>

### Course Learning Outcomes/Competencies

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.

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### Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



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### Instructor(s)

Carroll Nelson

Office No.: SE6-302

Office Phone: 604-451-6765

Office Hrs.: By appointment  
during posted office  
hours.

E-mail Address: Carroll\_Nelson@bcit.ca

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### Learning Resources

#### Required:

Caps and Spelling, The Canadian Press.

Additional readings as handed out by instructor. ***ALL HANDOUTS ARE SUBJECT MATERIAL.***

#### Recommended:

The Canadian Press Style Book.

Webster's Collegiate or University Dictionary.

Any current Public Relations texts.

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### BCIT Policy Information for Students

**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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### Assignment Details

This 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. Therefore, students are expected to contribute to the dialogue throughout the term. Attendance is a key success factor in this course. All project assignments are due as per the time designated by the instructor. A penalty of 10% per day will be assessed for overdue assignments.

**Attendance requirements** will be enforced as per the BCIT policy of the calendar. Excessive absence will be deemed to be missing more than two labs or two lectures or a combination thereof, for reasons within the students control.



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## Schedule

### MKTG 3339 Public Relations and Market Events

Week	Material Covered	Reference Material	Assignment	Due Date
1 Sep. 4–7	<b>Lecture:</b> Orientation <b>Lab:</b> Course Outline and Objectives Projects and Assignments	1. Course Outline 2. Caps and Spelling 3. CP Style Book	Personal Profiles	Wednesday lecture next week.
2 Sep. 10–14	<b>Lectures:</b> A. The Role of P.R.: How it Fits into an Organization's Business B. Ethics <b>Lab:</b> Team Building	1. Glossary of P.R. Terms	Journal	On-going
3 Sep. 17–21	<b>Lectures:*</b> A. Ethics B. Media Releases <b>Lab:</b> Exercise on Ethics <b>Case:</b> <i>The President and the Intern</i>  *Shinerama – no lecture on Wednesday	1. Handouts 2. Caps and Spelling 3. CP Style Book	1. Major Project 2. Journal 3. Lab Exercise 4. Collecting P.R. Samples	1. Multiple Dates 2. On-going 3. Read and answer questions by Friday lab, Week 3 4. Releases: by Friday lab–Week 4 5. Remaining items: Friday lab – Week 5
4 Sep. 24–28	<b>Lectures:</b> A. Media Releases B. Media Kits C. Major Project Discussion <b>Lab:</b> Media Release Analysis	1. Handouts 2. Caps and Spelling 3. CP Style Book	1. Journal 2. Media Release	1. On-going 2. Friday lab-Week 5

Week	Material Covered	Reference Material	Assignment	Due Date
5 Oct. 1–5	<b>Lectures:</b> A. Media kits B. Media Conferences and Receptions C. Speech Writing <b>Lab:</b> Media Releases	Handouts	1. Journal 2. Media Release	1. On-going 2. Friday lab–Week 6
6 Oct. 8–12	<b>Lectures:</b> A. Managing the Media B. Newsletters; Annual Reports; Corporate Brochures <b>Lab:</b> Media Releases	Handouts	1. Journal 2. Media Kit	1. On-going 2. Friday lab–Week 8
7 Oct. 15–19	<b>Lectures:</b> A. Sponsorship B. Journals <b>Lab: MIDTERM WEEK–NO LAB</b>	Handouts	Journal	On-going
8 Oct. 22–26	<b>Lectures:</b> A. Audio-visual Aids in P.R. B. Integrated Marketing/Cross-training; Product P.R. Tactics <b>Lab:</b> Media Kit Contents	Handouts	Journal	On-going
9 Oct. 29–Nov. 2	<b>Lectures:</b> A. Investor Relations B. Employee P.R. Tactics <b>Lab:</b> Annual Reports	Handouts	Journal	On-going
10 Nov. 5–9	<b>Lectures:</b> A. Public Relations Agencies–How they Choose B. P.R. Plans; Crisis Management <b>Lab:</b> Media Interviews	Handouts	1. Journal 2. Q & A	On-going  Friday lab–Week 13

Week	Material Covered	Reference Material	Assignment	Due Date
11 Nov. 12–16	<b>Lecture:</b> Event Marketing <b>Lab:</b> Event Marketing Exercise	Handouts	Journal	On-going  *Major project reports due
12 Nov. 19–23	<b>Lectures:</b> Rehearsals and Presentations <b>Lab:</b> Rehearsals and Presentations			
13 Nov. 26–30	<b>Lectures:</b> A. Field Trip–Norco B. Event Marketing <b>Lab:</b> T.V. Interview	Handouts	Journal	On-going
14 Dec. 3–7	<b>Lecture:</b> Event Marketing; Wrap-up <b>Lab:</b> T.V. Interviews	Handouts	Journal	On-going
15 Dec. 10–14	<b>Exam Week</b>			