



**EFFECTIVE: SEPTEMBER 2001**

**CURRICULUM GUIDELINES**

**A:** Division: **INSTRUCTIONAL** Date: **April 2001**  
**B:** Department/ Program Area: **LANGUAGE, LITERATURE AND PERFORMING ARTS** New Course  Revision   
 If Revision, Section(s) Revised: **I**  
 Date Last Revised: **November 1997**

**C: PRFU 470 D: PUBLIC RELATIONS WRITING II: USING THE MEDIA E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course provides an overview of and introduction to the field of communications and media relations in Canada, and introduces students to the typical writing and planning tasks required in public relations. Students will be required to write news releases, brochures, newsletters, and direct response pieces. They will also conduct a media analysis and develop a public relations campaign.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <p style="text-align: center;"><b>Lecture/Seminar</b></p> Number of Contact Hours: (per week / semester for each descriptor) <p style="text-align: center;"><b>2 Lectures per week / 28 per semester</b>  <b>2 Seminars per week / 28 per semester</b>  <b>Total = 56 per semester</b></p> Number of Weeks per Semester: <b>14</b>	<b>H:</b> Course Prerequisites: PRFU 370 or Permission of Coordinator	
	<b>I:</b> Course Corequisites: None	
	<b>J:</b> Course for which this Course is a Prerequisite: None	
	<b>K:</b> Maximum Class Size: 30	
<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input checked="" type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**M:** Course Objectives/Learning Outcomes

Upon completion of the course, students will be able to:

1. Explain the role models of the media
2. Describe the structure of the media and its components
3. Understand the distinction between news, advertising, marketing and public relations
4. Develop an understanding of the various writing tasks for target audiences and purposes
5. Practise writing for public relations tactics programs.

**N:** Course Content

## 1. MEDIA STRUCTURE IN CANADA

The student will:

- a) Discuss the role of the media in Canada
- b) Discuss the theories of media theorists: McLuhan, Chomsky, Znaimer
- c) Explain the relationship between chains, networks and independents
- d) Describe the infrastructure of the media (national, local, daily, weekly, urban, rural)
- e) Describe the distinctions between various media (ethnic, cultural)
- f) Describe the distinctions between newspapers, magazines, TV, and radio
- g) Explain the function of the Canadian press or wire services
- h) Distinguish between hard and soft news and identify what is newsworthy
- i) Acquire the ratings distribution of a particular medium
- j) Determine the target audience of a particular medium
- k) Develop a media profile of a particular medium.

## 2. PUBLIC RELATIONS TOOLS AND TACTICS

The student will:

- a) Explain the role and function of various public relations tools for specific audiences
- b) Explain the distinction between writing tasks for each tactic
- c) Understand the role and value of Media Relations
- d) Describe media response techniques
- e) Explain the role of direct response techniques
- f) Describe the distinctions between print, oral, visual material for meeting public relations objectives
- g) Develop a news release and media kit
- h) Produce an advertisement
- i) Produce a brochure
- j) Redesign a newsletter
- k) Develop an annual report
- l) Understand the role and function of special events
- m) Understand ethics, law, and responsibility in public relations.

**O:** Methods of Instruction

This course is taught using a combination of lectures, creative class exercises, guest speakers, team projects, and student participation. Classroom discussions will form an important part of the program, and students are expected to contribute to the dialogue.

**P:** Textbooks and Materials to be Purchased by Students

No text required.

**Q:** Means of Assessment

Communications Briefings & Participation	10%
Media Profile and Reader Profile	15%
News Release and Brochure	20%
Newsletter and Direct Mail	25%
Annual Report	<u>30%</u>
	100%

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes.

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Course Designer(s)

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Education Council/Curriculum Committee Representative

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Dean/Director

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Registrar