

M: Course Objectives / Learning Outcomes

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

1. Explain the role 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. Write the components of a media kit
5. Develop a strategic communications plan
6. Understand issues management and crisis response strategies

N: Course Content**1. Media Structure in Canada**

Successful students will be able to:

- a) discuss the role of the media in Canada
- b) discuss the theories of media theorists (e.g., 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

Successful students will be able to:

- 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) identify issues management and crisis response strategies
- e) describe the distinctions between print, oral, and visual material for meeting public relations objectives
- f) develop a news release and media kit
- g) understand the role and function of special events
- h) 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 course, and students are expected to contribute to the dialogue.

P: Textbooks and Materials to be Purchased by Students

Texts may include:

Sommers, Susan. *Building Media Relationships*. Irwin Publishing, 2002.

Q: Means of Assessment

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Media briefings	10%
Media profile and reader profile	10%
News release	10%
Media kit	20%
Strategic communications plan (including media relations strategy and marketing strategy)	40%
Professionalism (as defined)	10%
	100%

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

Yes.

Course Designer(s)

Education Council / Curriculum Committee Representative

Dean / Director

Registrar