



APPLIES TO ACADEMIC YEAR 2004/2005

## INS 2303 Media relations and media training

### Program

Bachelor's Program in Marketing - Information and Public Relations

### Responsible for the course

Magne Haug, Cecilie Staude

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Objective

The students will get a basic introduction to media relations showing how to establish and develop effective relationships with the media. Students will develop their ability to produce media material through writing assignments. Students will finally train their interview skills through presentations in front of a camera.

### Prerequisites

INS 2201 Nyhetsjournalistisk grunnkurs 1

### Compulsory literature

Jones, Clarence. 2001. *Winning with the news media. A self-defense manual when you're the story*. Tampa: Video Consultants, Inc.  
Cappelen, A. 1998. *Bruk pressen*. 2. utg. Oslo: InfoFokus.  
Vinje, Finn-Erik. 1998. *Skriveregler*. 7. utg. Oslo: Aschehoug.

### Recommended literature

Wilcox, D. L. 2001. *Public relations writing and media techniques*. 4th ed. New York: Longman.

### Course outline

- The PR officer role. the need for good media relations
- How the media work.
- Training writing skills through writing PR material and press releases
- Channels of communication and media strategies
- Targeting PR messages to different audiences
- Handling interviews
- How to handle the media
- How to formulate and communicate messages
- How to influence the final media product
- How to win the battle for credibility

### Computer-based tools

All submissions use Microsoft Word

### Course structure

30 hours of classroom teaching and practical exercises in front of a camera. In addition an extensive training program is implemented through frequent feedback on submitted assignments. Submitted papers will be included in an assignment file from which students select two papers for an examination File (Mappeevaluering) before they take their final examination.

### Evaluation

Total grade for the course is based on following activities:ing.

Part 1 - File examination counts 60%

Part 2 - Three-hour individual written exam counts 40%

**Evaluation code(s)**

INS 23031 Media relations and media training, 6 credit points - Process evaluation, counting for 100% of total grade.

**Aids at the examination**

Aids permitted for File evaluation, No aids permitted for written, final examination.

**Makeup exam**

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.