



APPLIES TO ACADEMIC YEAR 2008/2009

INS 2303 Dealing with the media

Program

Bachelor in Public Relations (2. year)

Responsible for the course

Cecilie Staude

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Objective

In this course, the students will use the knowledge from INS 2302 to establish and develop effective relationships with the media, especially focusing on image and image building. Today, the media coverage can, for many companies, organisations as well as individuals, have a strong influence on opinion, and without the ability and knowledge to handle them right, the consequences can be dramatic. The students will develop their ability to handle the media in interview situations as well as produce media material through writing assignments. Students will finally train their interview skills through presentations in front of a camera.

Prerequisites

INS 2302 News Writing.

Compulsory literature

Books:

Cappelen, A. 1998. Bruk pressen. 2. utg. Oslo: InfoFokus. Kapitlene 1,3,4,6,7, 12, 13 og 17
Cappelen, Bonvik og Kristensen. 2007. God PR, Norsk markedsPR i praksis. 1. utg. Oslo: Kommunikasjonsforlaget
Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug

Recommended literature

Books:

Nils M. Apeland. 2007. Det gode selskap - omdømmebygging i praksis. Hippocampus
Stewart, Sally. 2004. Media training 101 : A guide to meeting the press. Hoboken, N.J. : Wiley

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

Microsoft Word

Course structure

36 hours of classroom teaching and cases.

Evaluation

72 - hours take home exam. The exam may be written individually or in groups of 2-3 students.

Evaluation code(s)

INS 23031 home examination, counting for 100% of total grade in INS 2303 Dealing with the media, 6 credits.

Aids at the examination

All aids permitted for final examination.

Makeup exam

A re-sit is held fall 2008 and last time spring 2009.