



APPLIES TO ACADEMIC YEAR 2010/2011

ELE 3720 Media Training

Programme

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Media has a great influence on a company's reputation. Without knowledge about the principle of journalism, news criteria as well as how to handle the journalists in an interview situation, you are often helpless in the meeting with journalists. This course represents strategic and tactical guidelines on all aspects of developing and implementing a successful media relations program.

Learning outcome

Learning outcomes:

Knowledge and understanding for communication management

Knowledge and understanding about the possibilities, threats and complexity in the new media landscape

Understanding of social media and how they work

Knowledge about methods and tools to be able to define profitable communication concepts

Be aware of the main principles and criteria for effective communication writing

Have knowledge about how to handle difficult interview situations

Be aware of your own rights in meeting with journalists due to the Vær Varsom-plakaten

Prerequisites

Compulsory reading

Books:

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København : Børsen. 168 sider (Denne boken kan kun skaffes fra en Akademika bokhandel eller på www.akademika.no)
Øystein Bonvik og Peggy Simic Brønn. 2010. Virksomhetens Stemme. 1. utg. Gyldendal Akademiske forlag

Recommended reading

Course outline

- Communication, identity and reputation management
- How the media works and news criteria
- Media structure and media channels
- Media strategy and messages
- Crisis management and the role of the media
- How to handle the interview
- Trustworthiness and credibility
- Media training with cameras

Computer-based tools

Access to internet

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information