



APPLIES TO ACADEMIC YEAR 2011/2012

ELE 3720 Media Training

Programme

Elective

Responsible for the course

Cecilie Staude

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 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-plakten

Prerequisites

Compulsory reading

Books:

Bonvik, Øystein ; med Peggy S. Brønn. 2010. Virksomhetens stemme : digital, trykket eller fremført - tekst som informerer og inspirerer. Gyldendal akademisk

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. Børsen. 168 sider (Denne boken kan kun skaffes fra en Akademika bokhandel eller på www.akademika.no)

Recommended reading

Books:

Apeland, Nils M. 2010. Det gode selskap : omdømmebygging i praksis. 2. utg. Hippocampus. 226

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 intervju
- Trustworthiness og credibility
- Media training with camers

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**