



APPLIES TO ACADEMIC YEAR 2012/2013

ELE 3720 Media Training

Programme

Elective

Responsible for the course

Morten William Knudsen

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

Prerequisites

Compulsory reading

Books:

Cappelen, Anders W. 2012. Bruk pressen 3.0 Komplette guide i presserelatert PR. 3. utgave. PR forlaget. 613 sider

Recommended reading

Books:

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

Course outline

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