



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 2701 Media Relationship - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Cecilie Staude

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

This course is an elementary introduction to journalism and media relations. The students will obtain knowledge contributed to how the media is working, news angels, news writing as well as how to establish and develop effektive relationships with all types of media. The students will develop their ability to handle the media in interview situations as well as to produce media material through writing assignments. Students will finally train their interview skills through presentations in front of a camera.

Prerequisites

None

Compulsory reading

Books:

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København : Børsen. 170 sider (Denne boka kan kun skaffes fra en Akademika bokhandel, eller på www.akademika.no)
Kristensen, Aina L.L., Øystein Bonvik, Anders Cappelen. 2007. God PR : norsk markeds-PR i praksis. Oslo : Kommunikasjonsforlaget

Recommended reading

Books:

Apeland, Nils M. 2007. Det gode selskap : omdømmebygging i praksis. Høvik : Hippocampus
Stewart, Sally. 2004. Media training 101 : a guide to meeting the press. Hoboken : Wiley
Øystein Bonvik og Peggy Simic Brønn. 2010. Virksomhetens Stemme. 1. utg. Gyldendal Akademiske forlag

Course outline

- Introduction to basic journalism
- How the media works
- News angels
- How to handle different types of media
- News writing
- Channels of communication and media strategies
- Handling interviews
- How to formulate and communicate messages
- How to influence the final media product
- How to win the battle for credibility

Computer-based tools

Course structure

30 hours of classroom teaching and practical exercises.

Examination

Grade in the course is based on a term paper, written individually or in groups of 2 students.

Examination code(s)

MRK 27011 -Term paper accounts for 100% of the final grade in MRK 2701 Media Relationship, 6 credits.

Examination support materials

All support materials are permitted.

Re-sit examination

This was lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.

Additional information