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## BUSI 1315: Media and Public Relations

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### EFFECTIVE DATE

### DEPARTMENT

Small Business  
**DESCRIPTION**

Build a foundation of knowledge and experience in the key concepts of communicating with the public. Topics include audience analysis, stakeholder interaction, and developing messaging for press releases and sales letters.

### CREDITS

2.0

### YEAR OF STUDY

Grade 10 Equivalency

### PREREQUISITES

None

### COREQUISITES

None

### COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Identify the purpose of public relations and explain the role of public relations functions in an organization
- Differentiate various models of public relations and when to apply each model as appropriate
- Identify and analyze an audience to better implement public relations strategies
- Utilize public relations tools and media available for audience engagement and determine which techniques to employ

### PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

### HOURS

## INSTRUCTIONAL STRATEGIES

Instructional Strategies will be direct instruction, interactive and independent study (ie. lectures, group work and discussions; case studies and independent learning.)

## GRADING SYSTEM

Letter Grade (A-F)

## PASSING GRADE

C+

## EVALUATION PLAN

Type	Percentage	Assessment activity
Assignments	25	Homework, case studies
Lab Work	20	Group activities and class assignments
Portfolio	15	Images, work experience and other
Project	25	Public relations strategies
Other	15	Presentations

## COURSE TOPICS

- Purpose of public relations
- Function of public relations personnel
- Public relations models
- Tools and media
- Public relations strategies
- Target audience

## LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:  
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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**Downtown campus**

250 West Pender Street  
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**Annacis Island campus**

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