

COM222e Media Relations

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Media Relations introduces students to media relations within the corporate communications mix and ways to establish strong rapport with the various types of media – print, electronic and internet. The course also examines the various media relations tools.

On completion of this course, students should be equipped with knowledge of the roles of media relations and possess the knowhow / insights for effective media relations, particularly in the Singapore context.

Topics:

- Media Relations: An Overview
- Media Relations Environment
- Media Relations
- Media Relations in Writing
- Media Interviews & Conference
- Media Relations Timeline and Crisis Management

Textbooks:

Johnston, Jane (2013): Media Relations – Issues & Strategies Crows Nest, NSW, Australia, Allen & Unwin
ISBN-13: 9781742376448

Learning Outcome:

- Review the function of media relations in the corporate communications mix.
- Identify the challenges facing the field of media relations.
- Explain how the news media works in terms of various communication channels.
- Discuss how to build good working relations with news media.
- Indicate the key constituencies and their concerns.
- Analyse various issues and crises in an organisation.
- Propose ways of reaching out to journalists and the media.
- Develop media relations strategies for traditional and online news media.
- Present an effective pitch for organisations and brands.
- Design a media kit for media events.
- Plan a news conference and media interview.
- Evaluate media coverage and the effectiveness of one's media strategy in a post-crisis period.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
Total		100