

<b>Faculty</b>	Management and Social Sciences	
<b>Department</b>	Mass Communication	
<b>Course Title</b>	Fundamentals of Media Relations	
<b>Year of Study</b>	2	
<b>Course Code</b>	MCM 216	
<b>Credit Hours</b>	2	
<b>Contact Hours</b>	30	
<b>Mode of Delivery</b>	Classroom Lectures	
<b>Mode of Assessment</b>		<b>Weight</b>
<b>Continuous Assessment</b>		30%
<b>Final Examination</b>		70%
<b>Total</b>		100%
<b>Course Lecturer</b>	Folorunsho, O.M.	
<b>Course Description</b>	The course is designed to inform students about some of the aspects of the media's development which affect its operation today, as well as offering some practical guidelines on how to work with the media successfully.	
<b>Course Objectives</b>	<p>This course would teach the students the following:</p> <ol style="list-style-type: none"> <li>1. Educate them on how to effectively use media relations to enhance the reputation of their clients or employers.</li> <li>2. Give them insights on the strategies needed in establishing good working relationships with journalists who will in turn serve them well in the future.</li> <li>3. Widen their knowledge about the tactics and techniques of writing for the press, using some of the media relations' tools.</li> </ol>	
<b>Learning Outcomes</b>	<p>On successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Understand and discuss media relations, its evolution, objectives, functions and responsibilities.</li> <li>➤ Identify and describe the various tools of media relations.</li> <li>➤ Explain how to consistently establish, maintain and sustain good relationship with media men.</li> <li>➤ Organise press conferences, receptions and press interviews.</li> </ul>	

	<ul style="list-style-type: none"> <li>➤ Monitor and evaluate media relation activities/efforts.</li> <li>➤ Prepare a media relations budget.</li> </ul>	
<b>Teaching and Learning</b>	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
<b>Detailed Course Content</b>	This course focused on the analysis of ways and means of establishing and maintaining rapport and credibility with media gatekeepers. The course further presents the importance of media relations, evolution, objectives, functions and responsibilities; analyses the various tools employed in media relations; explain how to consistently project positive image through the media; outline how to nurture and sustain appropriate liaison/relationship with the news media at all times; organise a mock press conference effectively simulate press interview session; monitor and evaluate the effectiveness of media exposures: media audit and analysis; and prepare a media relations budget.	
<b>Course Content Sequencing</b>		
<b>Weeks</b>	<b>Detailed Course Outline</b>	<b>Allocated Time</b>
Week 1	<b>Introduction</b> <ul style="list-style-type: none"> <li>▪ Definitions of Media Relations</li> <li>▪ Similarities and Differences between Media Relations and Public Relations</li> <li>▪ Forms of Media Relations</li> </ul>	
Week 2	<b>The Media Context</b> <ul style="list-style-type: none"> <li>▪ Brief Media History in Nigeria</li> <li>▪ Ownership of the Media</li> <li>▪ Trends in Media Ownership (Cross-media ownership)</li> </ul>	
Week 3,4	<b>Dealing with the Press</b> <ul style="list-style-type: none"> <li>▪ Media Laws (Contempt of court, Libel &amp; slander, Official secret act)</li> <li>▪ Ethics and Privacy</li> </ul>	
Week 5	<b>Handling the Broadcast Media</b> <ul style="list-style-type: none"> <li>▪ The Importance of Broadcast Coverage</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Preparation and Briefing</li> <li>▪ Winning the Interview</li> <li>▪ Handling different Interviews</li> </ul> <p><b>Continuous Assessment I</b></p>	
Week 6	<p><b>Relating with Newspapers and Periodicals</b></p> <ul style="list-style-type: none"> <li>▪ Press Relations</li> <li>▪ Writing for the Press (press releases, PR features, Photos, e.t.c)</li> <li>▪ Talking to the Press (press interviews, press conferences, receptions)</li> </ul>	
Week 7, 8	<p><b>Media Evaluation</b></p> <ul style="list-style-type: none"> <li>▪ Method of evaluation – research, media content analysis, coverage vs. content</li> <li>▪ Media Audit</li> <li>▪ Budgeting for Media Relations (Nature and factors to consider)</li> </ul>	
Weeks 9, 10, 11	<p><b>Tools of Media Relations</b></p> <ul style="list-style-type: none"> <li>▪ Newsletter, House Journal, News Release, Facility Visits, Magazine, Bulletin, Blog, Website, Rejoinder, Letter to the Editor, Feature Article and Fact Sheet</li> </ul>	
Week 12	<b>Revision</b>	
Week 13, 14	<b>Examinations</b>	
<p><b>Recommended Reading Material</b></p> <p>Bland, M., Thaker, A., &amp; Wragg, D. (2005). <i>Effective media relations: How to get results</i>. London: Kogan Page Limited.</p>		

**NOTE:** 75% attendance to class is a MUST to qualify to sit for examination in Fundamentals of Media Relations

