

63071 - Media relations

Syllabus Information

Academic Year: 2020/21

Subject: 63071 - Media relations

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 565 - Master's in Digital Information and Communication Consulting

ECTS: 6.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See " learning tasks" and "Syllabus".

More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work.
- Assessment.
- Tutorials.

4.3.Syllabus

The course will address the following topics:

1. Organizing media relations in its common formats.
2. Press release, dossier and conference.

3. Interview, conference and visit.
4. Audio/video press release, public service announcement.
5. Interview turn.
6. Audiovisual dossier.
7. Appearance and message placement.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Arts website
<https://fyl.unizar.es/master/master-en-consultoria-de-informacion-y-comunicacion#overlay-context=>

4.5.Bibliography and recommended resources

una bibliografía específica en la descripción de cada unidad didáctica.

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.