

63071 - Media relations

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	565 - Master's in Digital Information and Communication Consulting
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

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

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.

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- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1. Organizing media relations in its common formats.
2. Press release, dossier and conference.
3. Interview, conference and site visit.
4. Audio/video press release, public service announcement.
5. Interview turn.
6. Audiovisual dossier.
7. Appearance and message placement.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; *Examination schedule*: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

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

5.5.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.