63071 - Media relations

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities " and "Syllabus".

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

5.2.Learning tasks
- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Syllabus

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.

5.4.Course planning and calendar

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.