

COURSE OUTLINE			
TERM:	SUMMER 2021	COURSE NO: AEM 345	
INSTRUCTOR:	COURSE TITLE: Advanced Media Relations, Marketing and Promotions		
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 1.5
E-MAIL:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

4 hours of instruction per week over 7 weeks.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

Students will develop an in-depth understanding of how to apply various marketing strategies to engage arts and entertainment audiences. Students will create detailed marketing plans, including sponsorship agreements and public relation strategies to maximize the potential for news coverage in print, electronic (radio, TV) and online sources. Students will also evaluate various social media tools and tactics to achieve the most effective results.

REQUIRED TEXTS AND/OR RESOURCES

Readings will be supplied by instructor on eLearn.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to the following:

- Plan and manage a media relations campaign, including writing and disseminating media releases, PSAs, photo call/op notices and media invitations
- Create and analyze a marketing plan, including developing a SWOT analysis, identifying target markets, setting objectives, preparing budgets, and identifying sponsorship opportunities
- Plan and execute an advertising campaign in print, electronic and online mediums.
- Evaluate social media tools to determine the most effective strategy

COURSE CONTENT

DATE	CONTENT
Week 1	Course overview and intro to marketing
	Marketing basics
Week 2	The arts consumptive experience
	Marketing plans: SWOT analysis and more
Week 3	Marketing plans, continued
	Principles of strategic marketing: branding
Week 4	Media releases and media campaigns
	Media releases and media campaigns, continued
Week 5	Media releases and media campaigns, continued
	Advertising and media sponsorship
Week 6	Social media: an introduction
	Social media plans
Week 7	Graphic design: best practices for non-designers/marketing plan presentations
	Final Exam

EVALUATION PROFILE

Assignments*	50 – 80%
Tests and Quizzes	0 – 30%
Presentations and Group Projects	0 – 20%
Professional Behaviour	<u>0 – 10%</u>
Total	100%

* No single assignment to be worth more than 35% of the grade.

Assignments:

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlines above. Please refer to the course syllabus and eLearn site for a more detailed breakdown. Assignments may include blogging, media releases, or a marketing plan.

Tests and Quizzes:

This course may include a combination of quizzes and tests (e.g. pop-quiz, final exam). The format will be determined by the instructor.

Presentations:

This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, research presentation, marketing pitch). Detailed instructions will be provided in class and on eLearn.

Professional Behaviour:

The Professional Behaviour grade requires attendance, a meaningful contribution to class discussion, and support of a respectful, welcoming and inclusive environment for learning.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Late assignments will be deducted marks based on individual assignment rubrics. No assignments are accepted after 10 days, or as indicated on the individual assignment rubric.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes, and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some activities may not be able to be accommodated.

Attendance

Regular attendance is essential. Students will be allowed to make up missed meetings or seminars only under the following conditions: if a doctor’s certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students must have access to electronic devices to participate in the online aspect of this course.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students’ Capilano University email addresses only. Please allow 2 business days for a response.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.