

Public Relations: Plans and Press

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Public relations annual plan: Introduction to the SWOT analysis. conducting the SWOT analysis. Using the SWOT analysis to develop targeted PR plan objectives.

Assignment: Develop a SWOT analysis.

Week 2

The annual PR plan: Structuring and writing the annual PR plan, from the executive summary through situation analysis. PR strategy. Key messages.

Assignment: Write a situation analysis.

Week 3

Dealing with the press: How to get the media interview. What to do when you are asked for an interview. Preparing for the interview. Creating and writing the briefing document. Preparing and writing the final coverage analysis.

Assignment: Write a briefing document.

Week 4

The media interview: The three key types of interviews and the goals and questions of each. How to deal with the press. Journalistic terminology.

Assignment: Write five potential journalistic questions and answers.