

**Danish School of Media and Journalism**  
**TV and Media Production**  
**Curriculum**  
**Autumn 2016**

**Public Relations and Client Assignment**

**3rd term**

**Duration:** 7 weeks (10 ects points)

**Objectives**

The main goal of the course is to equip the students with the skills necessary to develop and solve communication projects for companies and organizations based on an understanding of the company's or organization's overall communication strategy and values.

The students will gain knowledge of the theories and concepts on which organizational and strategic communication is based and will cultivate the tools needed to decode the values and policies that are arranged within communication/ public relations. As a result, students are expected to be able to analyse the company's/organization's identity and goals and subsequently address both in their communication assignment.

The students will also take on a practical task, which will entail working in close cooperation with external clients, with the aim of gaining an understanding of the "real life" framework that informs the development and production of communication tasks in companies and organizations. This will provide the students with individual "practical experience" in preparation for the impending internship. The students will be required to produce a video/TV production which must be submitted either as completed feature / program or as a partially completed dummy accompanied by a description of the concept / format for the overall solution. The clients will subsequently provide feedback and critique the product and process.

**Tools**

- Analysing competences, productive skills and reflexive behaviour.
- Tools for the analysis and assessment of communications products, market segments and target groups
- Literature, practical production equipment, directing and production guidelines.
- During the course, the students are expected to submit an analysis assignments, a TV/video production and a reflexive report

**Features:**

The course moves beyond the sphere of broadcast media and into the companies and organizations, where television and video are increasingly being employed in internal and external communications efforts. This phenomenon provides the foundation and framework for a theoretical and analytical look at Public Relations.

The course consists of two parts: 1) Public Relations: Theories and Analysis, and 2) Client Assignment Course: Practical PR where students work externally with selected companies and organizations.

In addition to providing the students with a general introduction to the theories and practices of Public Relations, Part 1 will prepare the students for the client assignments in Part 2. The two parts of the course are further connected as the students will base their communications analysis assignment in Part 1 on the same companies and organizations that they later go on to create communications products for in Part 2.

### **Methods**

Presentations, exercises and assignments submitted in groups, practical production and corporation with external clients.

Strategic communication and corporate values, is based on literature from Alison Theaker, "The Public Relations Handbook" plus extracts from other sources. Communication strategies and corporate values from the external partners are used as background material for analytical assignments and exercises.

### **Learning goal**

Knowledge:

Students will

- be able to provide independent analysis of communication products based on the theories studied in the course and be capable of identifying and analysing how communication strategies and values are manifested in specific communication products,
- be able to understand the differences between PR and journalism,
- be able to understand the framework for handling communication tasks in a corporate framework,
- have awareness for communications strategies.

### **Skills:**

The students shall

- have gained experience with writing press releases and will be familiar with other genres of external corporate communication,
- be able to apply and transform theoretical concepts into operational tools for developing and producing communication work,
- be able to convert corporate communications strategies and values into guidelines for developing and producing communication work,
- have gained hands on experience from cooperating with external clients and will have experienced the teamwork and editorial development that takes place in internal communications departments.

### **Competence:**

The students will

- be capable, firstly, of developing ideas and creating concepts based on requirements outlined by the client and, secondly, be able to translate these into a manuscript and production plan that can serve as a framework for collaboration with the client.
- have experienced the balance between, on the one hand, respecting the client's needs and requirements and, on the other hand, challenging the assignment and the client with insightful and creative ideas.

### **Literature**

Alison Theaker: "The Public Relations Handbook", 2012

Communication strategies and corporate values from the external partners are used as background material for analytical assignments and exercises.  
Guidelines for directing and producing TV/video

## Participation

Standard procedure.

## Approval

Submission and approval of all the above assignments is a prerequisite for acquiring an overall pass for the course and the 3rd semester - and hence for gaining access to the term exam in January.

