

## **MCA- 478 Corporate Media Strategy and Tactics (3 Credit hrs)**

### **Course Objectives**

1. This course will build expert knowledge and skills in media relations in the context of public relations practice. Students will learn how traditional, digital and social media play an important role in responding to and influencing public opinion surrounding organisations, their issues and reputations. Students will analyse and develop a media strategy rationale and digital media portfolio to respond to the needs of a real world organisation.

### **Learning Outcomes**

2. Upon completion of this unit, you should be able to:
  - a. Build knowledge and skills necessary for effective liaison between organisations and the media.
  - b. Identify public relations opportunities and evaluate the appropriateness of traditional and digital media tools and channels to meet client needs.
  - c. Apply public relations and communication theories to analyse media relations strategy and tactics, developing criteria for effective practice
  - d. Develop media relations strategy and tactics that respond to organisational goals.

### **Contents**

3. The unit is divided into three modules. The first module is based on building
  - a. Organizations and brands in traditional and social media spaces
  - b. Media in Integrated Marketing Communication
  - c. Market Research and Analysis
  - d. Consumer Analysis
  - e. Media Consumption
  - f. Media Research
  - g. Media Monitoring
  - h. Media Mix
  - i. Media tools and tactics
  - j. Media Relations
  - k. Basic skills in media writing, and adapting writing style to suit a range of media tactics

- I. Paid, Owned and Earned Media
- m. Media Planning for Advertising
  - (1) Ad lengths & formats
  - (2) Advertising expenditure & forecasts
  - (3) Channel planning, media mix selection
  - (4) Context & position of advertising
  - (5) Continuity bursts & flighting
  - (6) Reach and frequency
  - (7) Wearout & decay
- n. Strategic Media Planning: Case Studies.

## **References**

1. Wilcox, D. L & Reber, B. H (2013). *Public relations writing and media techniques*. Pearson. Boston.
2. Young, A (2014). *Brand Media Strategy: Integrated Communications Planning in the Digital Era*. Palgrave Macmillan US.
3. Heath R. L., & Vasquez G. (2001). Chapter 38 : Strategic Media Planning : Toward an Integrated Public Relations Media Model pp. 461-470. In *Handbook of public relations*. Thousand Oaks, Calif: Sage Publications.
4. Taylor, Maureen, & Perry, Danielle C. (2005). Diffusion of traditional and new media tactics in crisis communication. *Public Relations Review*, 31(2), 209–217.
5. Zappala, Joseph M., & Carden, Ann R. (2009). Chapter 9 : Web Sites and Social Media. In *Public relations writing worktext: a practical guide for the profession* (pp. 152–167). New York: Routledge.
6. Relevant journals include:
  - a. Journal of Business Ethics
  - b. Journal of Communication
  - c. Journal of Public Affairs
  - d. Journal of Public Relations Research
  - e. Journal of Communication Management
  - f. Management Communication Quarterly
  - g. Public Relations Review