

**Number of ECTS credits :** 3

**Course language :** Anglais

**Course leader :** BURLAT Claire

**Speakers :** TAYLOR Andrew

### ≡ COURSE DESCRIPTION

This course is designed to give the participants the basic skills and knowledge needed to begin press relations at an international level. Practical work and case studies will be used to stimulate discussion and analysis of the central issues and techniques involved in communicating with the foreign press.

### ≡ COURSE OBJECTIVES

- To introduce the basic techniques of both written and oral press relations in English.
- To encourage analysis of international press relations strategy.
- To provide an insight into how to manage international press relations internally.
- To understand how to approach international journalists.
- To make students comfortable using the essential tools of international press relations.
- To understand the role of international press relations within a larger corporate framework.

### ≡ LEARNING GOALS

**LO02 - Analysis :** Analyse complex situations

**LO06 - Action :** Communicate in a foreign language in a professional context

**LO07 - Entrepreneurship and Innovation :** Identify needs and draw up an appropriate offer

**LO11 - CSR :** Identify ethical issues and act on them from an ethical perspective

**LO13 - Cooperation :** Communicate and interact in diversified contexts

### ≡ TACKLED CONCEPTS

Writing for the press, pitching stories, press relations strategy, international networks...

### ≡ LEARNING METHODS

Case studies, practical workshops, sharing of experience

## ≡ BIBLIOGRAPHY

- The Economist Style Guide, <http://www.economist.com/styleguide/introduction>
- Bland M, (2005), Effective Media Relations: How to Get Results : Kogan Page Publishers
- Kotzakolios M, (2012), Press Release Magic : Kindle edition
- Bivins T, (2010), Public Relations Writing: The Essentials of Style and Format, McGraw-Hill

## ≡ EVALUATION METHODS

**40 % :** Contrôle continu  
**60 % :** Contrôle terminal

## ≡ SESSIONS

**1**

### **Day 1**

BRIEFING : 06h00

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Evaluation of knowledge and capacities - introduction

**2**

### **Day 2**

BRIEFING : 06h00

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Defining international press relations. Writing for the international press.

**3**

### **Day 3**

BRIEFING : 06h00

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Putting press relations tools into practice.

**4**

### **Day 4**

BRIEFING : 06h00

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Overall international strategy, final exam, debrief