

**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 OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO2 - Analyse complex situations
<b>Outcomes</b>	Lev. 3 - Support one's conclusions and issue well-reasoned recommendations
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO6 - Communicate in a foreign language in a professional context
<b>Outcomes</b>	Lev. 3 - Write in a professional and technical manner on one's disciplinary field(s) in a foreign language
<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO7 - Identify needs and draw up an appropriate offer
<b>Outcomes</b>	Lev. 3 - Construct and formulate a new offer

### ≡ TACKLED CONCEPTS

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

### ≡ LEARNING METHODS

Case studies, practical workshops, sharing of experience

### ≡ EXPECTED WORK AND EVALUATION

Read the press.  
Active participation in the classes. Investment in group work.

Evaluation:  
100% - Final individual written test.

## ≡ 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	<b>Day 1</b> BRIEFING : 06h00
	Evaluation of knowledge and capacities - introduction
2	<b>Day 2</b> BRIEFING : 06h00
	Defining international press relations. Writing for the international press.
3	<b>Day 3</b> BRIEFING : 06h00
	Putting press relations tools into practice.
4	<b>Day 4</b> BRIEFING : 06h00
	Overall international strategy, final exam, debrief