PRE321: Public Relations Campaign Planning & Management (2 Units)

Department of Mass Communication

Covenant University
1. PRE321
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Public Relations Campaign defined. Elements of PR campaign planning: Defining the goal, identifying the problem, conducting a SWOT Analysis, Analysing the Audience, Selecting the Media, Designing and Communicating the message. The place of the RACE formula and other relevant formulas in PR Campaign planning and management. The shotgun versus the rifle shot approach to media selection and the justification for adopting or rejecting each. The importance of monitoring and evaluation (through formative and summative analyses).