



**Douglas
College**

**EFFECTIVE: SEPTEMBER 2003
CURRICULUM GUIDELINES**

A. Division: Instructional

Effective Date: September 2003

**B. Department / Language, Literature and
Program Area: Performing Arts /
PRINT FUTURES**

Revision

New Course

If Revision, Section(s) Revised: D, F, G, M to Q

Date of Previous Revision:

April 2001

Date of Current Revision:

March 3, 2003

CApril 200April 200

Evaluation will be based on this general format:

Media briefings	10%
Media profile and reader profile	10%
News release	10%
Media kit	20%
Strategic communications plan (including media relations strategy and marketing strategy)	40%
Professionalism (as defined)	10%
	100%