

## Course Outline

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| <b>Course Title</b>            | Digital Public Relations & Communication                                     |
| <b>Course Length</b>           | 6 weeks  |
| <b>Target Audience</b>         | Media personnel, journalists, content writers, and public relations managers |
| <b>Prerequisites (if any)</b>  |  |
| <b>Language of Instruction</b> | English  |

### Course Description

This course has been designed to train media personnel, journalists, content writers, and public relations managers in producing strategic writing for the digital-savvy market. The rigorous hands- on approach to this course will allow trainees to understand how the world of public relations and communications functions, and how they can be ready with the right toolkit to join PR firms, advertising agencies, NGOs, talent acquisition companies, MNCs, and media conglomerates.

#### **Course Objectives:**

This course examines how digital public relations is evolving the world of marketing, strategic communication, and brand management. The course also aids in developing the skillset required to produce high quality work that is needed by brands, celebrity talent and FMCGs to excel in their press relationships and curb PR crises.

### Course Learning Outcomes

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|------|--|
|      | The students should be able to:  |
| LO1: | Understand the discourse on public relations and strategic communication |
| LO2: | Develop a PR skillset for a digital audience                             |
| LO3: | Examine PR strategies and manage crises                                  |

### Assessments/Graded Components

#### Course Evaluation Criteria:

- o Reading Material: 30%
- o Class Participation: 50%
- o Final Submission: 20%

All required readings will be provided in a digital course-pack on a Google Drive Link. There is mandatory reading for each session labelled in said folder. Each enrolled student is encouraged to read it and discuss it during class hours.

**Course Summary**

| <b>Lecture</b> | <b>Module Name</b>                                       | <b>Key Concepts/Topics Covered</b>  | <b>Assessments</b> |
|----------------|--|---|--------------------|
| 1              | Introduction to Digital Public Relations & Communication | Understanding the need for PR in the digital age.   |                    |
| 2              | The Basics of PR   | Introduction to digital PR tools. Analysis of digital content. Dos and Don'ts of PR ethics. |                    |
| 3              | Understanding the Press Release                          | Examining the dos and don'ts of producing a press release.                                  |                    |
| 4              | Writing and Analysing a Variety of Press Releases        | Exploring the differences in press releases sent by agencies, brands, and individuals.      |                    |
| 5              | PR Toolkit for Instagram & Twitter                       | Developing and analysing skill set for creating public relations material for social media. |                    |
| 6              | PR Writing for Digital Platforms                         | Developing writing skills for the digital audience.   |                    |
| 7              | Backgrounder, Fact Sheets, and their impact              | Creating a know-how for your client.  |                    |

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|----|--|--|--|
| 8  | Writing and Understanding Backgrounders and Fact Sheets    | Understanding the dos and don'ts of writing Backgrounders and Fact Sheets. |  |
| 9  | PR & the Digital Annual Report                             | How important is it for the world to know about your success?              |  |
| 10 | Writing Methods for Annual Report                          | What to put in and what not to.  |  |
| 11 | Crisis Management and the role of Digital PR communication | Can good Digital PR save the brand?  |  |
| 12 | Writing Methods for Crisis Management                      | Exploring holding statements and official responses                        |  |