

Program	BS PR & Advertising	Course Code	PRAD-306	Credit Hours	3
Course Title	DIGITAL ACTIVISM & ADVOCACY CAMPAIGNS				
Course Introduction					
This course explores the growing field of digital activism and its role in modern advocacy campaigns. Students will learn how to leverage digital platforms, social media, and online tools to drive social change and influence public policy. The course covers the principles of digital activism, the creation of compelling online campaigns, and the strategies needed to mobilize communities and create impactful movements in the digital age.					
Learning Outcomes					
By the end of this course, students will: <ol style="list-style-type: none">Understand the principles and strategies of digital activism.Develop and implement digital advocacy campaigns.Create effective online content and messaging for activism.Utilize social media and digital tools to mobilize support.Analyze the impact and effectiveness of digital advocacy efforts.Address ethical and legal considerations in digital activism.					
Course Content				Assignments/Readings	
Week 1-4	Introduction to Digital Activism <ul style="list-style-type: none">Definition and history of digital activismThe evolution of activism in the digital ageKey theories and frameworks in digital activismCase studies of successful digital movements Digital Advocacy Campaign Planning <ul style="list-style-type: none">Setting goals and objectives for digital advocacyIdentifying target audiences and stakeholdersStrategic planning for online campaignsResource allocation and budgeting in digital activism Content Creation and Messaging for Digital Activism <ul style="list-style-type: none">Crafting messages that resonate onlineUsing storytelling to engage and mobilize audiencesDeveloping visual content for digital campaigns (e.g., infographics, videos) Adapting content for different digital platforms				
Week 5-8	Social Media and Online Platforms for Activism <ul style="list-style-type: none">Utilizing social media platforms (e.g., Twitter, Instagram, Facebook) for advocacyCreating viral content and leveraging hashtagsBuilding online communities and promoting engagementCase studies of social media-driven advocacy campaigns Digital Tools and Technologies for Activism <ul style="list-style-type: none">Introduction to digital tools for campaign management and outreachOnline petition platforms, crowdfunding, and				

	<p>email campaigns</p> <ul style="list-style-type: none"> Analytics and metrics for monitoring campaign performance Emerging technologies and trends in digital activism (e.g., AI, blockchain) 	
Week 9-12	<p>Mobilizing and Engaging Online Communities</p> <ul style="list-style-type: none"> Strategies for grassroots organizing in the digital space Creating and sustaining momentum for online movements Online-to-offline (O2O) activism: Converting digital engagement into real-world action Coalition-building and partnership development in digital advocacy <p>Ethical and Legal Considerations in Digital Activism</p> <ul style="list-style-type: none"> Navigating privacy and data protection in digital campaigns Understanding intellectual property and copyright issues Addressing misinformation and disinformation in digital advocacy Ethical dilemmas and challenges in online activism <p>Campaign Evaluation and Impact Analysis</p> <ul style="list-style-type: none"> Measuring the effectiveness of digital advocacy campaigns Analyzing engagement, reach, and conversion metrics Adapting and refining strategies based on data 	
Week 13-16	<p>Workshops and Seminars:</p> <ul style="list-style-type: none"> Reporting and communicating campaign outcomes to stakeholders Guest lectures by digital activists and campaign strategists Workshops on using social media and digital tools for advocacy Case study analysis sessions on successful digital movements <p>Final Project: Digital Advocacy Campaign</p> <ul style="list-style-type: none"> Designing a comprehensive digital advocacy campaign on a selected issue Implementing strategies for content creation, social media, and community engagement Analyzing campaign performance and presenting findings Peer review and critique of campaign strategies and outcomes 	

Textbooks and Reading Material			
<ol style="list-style-type: none"> 1. Smith, B. G. (2013). <i>Strategic Planning for Public Relations</i>. Routledge. 2. Ganz, M. (2009). <i>Why David Sometimes Wins: Leadership, Organization, and Strategy in the California Farm Worker Movement</i>. Oxford University Press. 3. Jenkins, J. C., & Perrow, C. (1977). <i>Insurgency of the Powerless: Farm Worker Movements (1946-1972)</i>. American Sociological Review. 4. Tufekci, Z. (2017). <i>Twitter and Tear Gas: The Power and Fragility of Networked Protest</i>. Yale University Press. 5. Castells, M. (2015). <i>Networks of Outrage and Hope: Social Movements in the Internet Age</i>. Polity. 6. Gladwell, M. (2010). <i>Small Change: Why the Revolution Will Not Be Tweeted</i>. The New Yorker. 7. Selected readings from <i>Journal of Public Affairs</i> and <i>Social Movement Studies</i> 8. Articles on the latest trends in digital advocacy and grassroots organizing will be shared by the instructor. 			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Class Discussion 2. Projects / Assignments 3. Group Presentations 4. Students led presentations 5. Thought Provoking Questions 6. Field Visits and Guest Speakers 			
Assignments: Types and Number with Calendar			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.