

Program	BS PR & Advertising	Course Code	PRAD-203	Credit Hours	3
Course Title	DIGITAL PUBLIC RELATIONS				
Course Introduction					
<p>The course will highlight digital public relations in a number of contexts, including: challenges and opportunities presented to PR practitioners in the digital age; how social media are changing public relations practices; what would be the most effective public relations practices in the digital age; and other critical issues such as professional ethics and social responsibility.</p> <p>The course aims to:</p> <ol style="list-style-type: none"> 1. Create an understanding of the dynamics of digital public relations along with the basic tools, techniques, and principles 2. Enable students in managing digital PR, and devising appropriate strategies for digital PR. 3. Develop an understanding of the pros and cons of selecting digital platforms to achieve PR goals and objectives 					
Learning Outcomes					
<p>Upon successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a fundamental understanding of leveraging digital communication principles to achieve defined objectives. 2. Execute actionable social media strategies for different PR organizations/institutions. 3. Demonstrate command over social media management for public relations. 					
Course Content				Assignments/Readings	
Week 1-2	<ol style="list-style-type: none"> 1. Public Relations in the digital age: Strategies, tools & tactics 2. Digital PR campaign: Principles and practices 3. Digital persuasion: Micro-campaigns for digital PR 				
Week 3-5	<ol style="list-style-type: none"> 4. Understanding different social media channels & public relations practices 5. Online Communications tools & Social media platforms for PR 6. Managing digital media for public relations: Tools and techniques (Managing blogs, websites and other platforms) 				
Week 6-9	<ol style="list-style-type: none"> 7. Broadcast media (podcast) for PR 8. Deconstructing and reconstructing the content of a PR activity on digital media 9. Comparison of digital and traditional media content for public relations activities 10. Relationship management 11. Viral social media 				
Week 10-11	<ol style="list-style-type: none"> 12. Email Campaigns 13. Public Relations models to understanding website design 14. Content Marketing and SEO 				

Week 12-14	15. Strategic content marketing on social media 16. Crowdsourcing and social responsibility 17. Digital influencers, public opinion & influencer marketing	
Week 15-16	18. Digital crisis management 19. Challenges and opportunities for PR practitioners in the digital age 20. Global public relations	

Textbooks and Reading Material

1. Knowles, M. (2019) Public Relations and Media: PR Strategies for the Digital Age. Music World Publishing
2. Public Relations and Social Theory: Key Figures and Concepts (2007) by Øyvind Ihlen, Routledge Communication Series
3. Atkin, C. K., & Rice, R. E. (2013). Advances in public communication campaigns. In E. Scharrer (Ed.). The international encyclopedia of media studies: Media effects/media psychology (Vol. 5, pp.526–551). London, UK: Wiley-Blackwell.
4. Hallahan, K., Holtzhausen, D., Van Ruler, B., Vercic, D., & Sriramesh, K. (2007). Defining strategic communication. International Journal of Strategic Communication, 1, 3-35.
5. Patterson, S. J., & Radtke, J. M. (2009). Strategic communications for nonprofit organizations: Seven steps to creating a successful plan. New York, NY: Wiley.
6. Aronson, M. (2007). The Public Relations Writer's Handbook: The Digital Age 2nd Edition. Jossey-Bass.

Teaching Learning Strategies

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.