

<b>Program</b>	BS PR & Advertising	<b>Course Code</b>	PRAD 205	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>DIGITAL MEDIA &amp; AI SKILLS</b>				
<b>Course Introduction</b>					
<p>This course aims to equip students with the digital media skills and AI knowledge necessary to excel in the dynamic fields of public relations and advertising, preparing them for the challenges and opportunities of the digital age. The course provides students with a comprehensive understanding of digital media tools and artificial intelligence (AI) applications in public relations (PR) and advertising. The course covers the fundamentals of digital media, the role of AI in modern PR and advertising strategies, and practical skills for creating and managing digital campaigns. Students will learn to leverage AI for data analysis, customer insights, and personalized content creation, equipping them with cutting-edge skills for the evolving digital landscape.</p> <p>By the end of this course, students will:</p> <ol style="list-style-type: none"> <li>1. Understand the basics of digital media and its applications in PR and advertising.</li> <li>2. Explore the role of AI in enhancing PR and advertising strategies.</li> <li>3. Develop practical skills in using digital media tools and AI technologies.</li> <li>4. Analyze and apply data-driven insights to optimize digital campaigns.</li> <li>5. Create and manage effective digital media and AI-driven advertising campaigns.</li> </ol>					
<b>Learning Outcomes</b>					
<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of digital media platforms, tools, and strategies used in public relations and advertising.</li> <li>2. Apply AI technologies to enhance PR and advertising strategies, including data analysis, personalized marketing, and automated content creation.</li> <li>3. Develop, execute, and manage effective digital media campaigns across various platforms, using best practices in content creation, social media strategy, and SEO/SEM optimization.</li> <li>4. Use AI-powered tools to collect, analyze, and interpret data, generating actionable insights to optimize digital marketing efforts and improve campaign performance.</li> <li>5. Implement AI-driven personalization techniques to create targeted and relevant content, improving customer engagement and campaign effectiveness.</li> </ol>					
<b>Course Content</b>					<b>Assignments/ Readings</b>
<b>Week 1-2</b>	<ol style="list-style-type: none"> <li><b>1. AI in PR and Advertising</b> <ol style="list-style-type: none"> <li>1.1. Introduction to AI and its Applications</li> <li>1.2. AI tools and technologies used in PR and advertising</li> <li>1.3. Ethical considerations and challenges of using AI</li> </ol> </li> <li><b>2. Content Creation and Management</b> <ol style="list-style-type: none"> <li>2.1. Creating engaging digital content</li> <li>2.2. Tools for content creation (Canva, Adobe Spark, etc.)</li> <li>2.3. Managing digital content across platforms</li> </ol> </li> </ol>				
<b>Week 3-5</b>	<ol style="list-style-type: none"> <li><b>3. Social Media Strategies and Analytics</b> <ol style="list-style-type: none"> <li>3.1. Developing social media strategies</li> <li>3.2. Social media analytics and performance metrics</li> <li>3.3. Tools for social media management (Hootsuite, Buffer, etc.)</li> </ol> </li> <li><b>4. AI-Powered Data Analysis</b> <ol style="list-style-type: none"> <li>4.1. Using AI for data collection and analysis</li> </ol> </li> </ol>				

	<p>4.2. Tools for AI-driven data analysis (Google Analytics, IBM Watson, etc.)</p> <p>4.3. Case studies on AI applications in PR and advertising</p>	
<b>Week 6-9</b>	<p><b>5. Personalization and Customer Insights</b></p> <p>5.1. AI for personalized marketing</p> <p>5.2. Tools for customer insights and targeting (Salesforce, HubSpot, etc.)</p> <p>5.3. Creating personalized content and campaigns</p> <p><b>6. Programmatic Advertising and AI</b></p> <p>6.1. Introduction to programmatic advertising</p> <p>6.2. AI in programmatic ad buying and optimization</p> <p>6.3. Case studies on successful programmatic campaigns</p>	
<b>Week 10-11</b>	<p><b>7. SEO and SEM Optimization</b></p> <p>7.1. Basics of SEO and SEM</p> <p>7.2. Using AI to enhance SEO and SEM strategies</p> <p>7.3. Tools for SEO and SEM analysis (Ahrefs, SEMrush, etc.)</p> <p><b>8. Email Marketing and Automation</b></p> <p>8.1. Fundamentals of email marketing</p> <p>8.2. AI in email marketing and automation</p> <p>8.3. Tools for email campaign management (Mailchimp, HubSpot, etc.)</p>	
<b>Week 12-14</b>	<p><b>9. Influencer Marketing and AI</b></p> <p>9.1. Overview of influencer marketing</p> <p>9.2. Identifying and partnering with influencers using AI</p> <p>9.3. Measuring influencer campaign success</p> <p><b>10. Crisis Management and AI</b></p> <p>10.1. Managing PR crises in the digital age</p> <p>10.2. Using AI for crisis prediction and management</p> <p>10.3. Case studies on AI-assisted crisis management</p>	
<b>Week 15-16</b>	<p><b>11. Campaign Development Workshop</b></p> <p>11.1. Developing a comprehensive digital media campaign</p> <p>11.2. Integrating AI tools and strategies</p> <p>11.3. Peer review and feedback</p> <p><b>12. Final Project Presentations</b></p> <p>12.1. Presentation of digital media and AI-driven campaigns</p> <p>12.2. Peer and instructor feedback</p> <p>12.3. Reflection on learning and future applications</p>	
<b>Textbooks and Reading Material</b>		
<ol style="list-style-type: none"> <li>1. Soni, N., Sharma, E. K., Singh, N., &amp; Kapoor, A. (2020). Artificial intelligence in business: from research and innovation to market deployment. <i>Procedia Computer Science, 167</i>, 2200-2210.</li> <li>2. Ogundipe, D. O., Babatunde, S. O., &amp; Abaku, E. A. (2024). AI and product management: A theoretical overview from idea to market. <i>International Journal of Management &amp; Entrepreneurship Research, 6</i>(3), 950-969.</li> <li>3. Deiss, R., &amp; Henneberry, R. (2020). <i>Digital marketing for dummies</i>. John Wiley &amp; Sons.</li> </ol>		

4. Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30-50.
5. Quesenberry, K. A. (2020). *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield Publishers.
6. Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y. J., & Mavrommatis, A. (2020). From data to action: How marketers can leverage AI. *Business horizons*, 63(2), 227-243.
7. Selected articles and case studies on AI applications in PR and advertising (provided by the instructor)

**Additional Resources:**

- Online tutorials and webinars on digital media tools and AI technologies
- Access to digital media and AI tools for hands-on practice
- Guest lectures and industry expert sessions

**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.