

Title: Digital PR, Advocacy & Content Marketing  
Code: DMC-405  
Semester: 7<sup>th</sup>  
Rating: 3 Credit Hours

## **DMC-405: Digital PR, Advocacy & Content Marketing**

**3 Cr. Hrs**

### **Course Description:**

This is an introductory course on Public Relations and advocacy. The course will introduce the students to the fundamental course in theory and practices of Public Relations. The course will develop the aptitude of students and make them inquest to learn more in huger courses.

### **Learning Outcomes:**

#### **The student will be able to**

- Understand the creative and strategic world of Public relations.
- Develop their basic skills in creative process involved in the fields.
- Make them familiar with Public Relations and advocacy processes

### **Course Contents:**

1. Digital PR
  - 1.1 What are micro-campaigns
  - 1.2 Digital campaign principles
2. Digital Persuasion
  - 2.1 Relationship-building approach to communication
  - 2.2 Overview of key persuasion theories
3. Strategic Communications Planning
  - 3.1 Situation Analysis Goals and primary focus
  - 3.2 Objectives and strategy
  - 3.3 Audience Segmentation:
  - 3.4 Identifying focal audience segments
4. Stakeholder Analysis
  - 4.1 Identifying Influencers and Policy Makers
5. Message Design:
  - 5.1 Awareness,
  - 5.2 Instruction,
  - 5.3 Persuasive Message
  - 5.4 Dissemination:
  - 5.5 Volume,
  - 5.6 Repetition,
  - 5.7 Scheduling,
  - 5.8 Pulsing Message Elements,
  - 5.9 Sources,
  - 5.10 Channels
6. Process Evaluation,
  - 6.1 Outcome Evaluation Corporate Social Responsibility
7. Reputation Management
  - 7.1 Micro Campaigns strategic plan
  - 7.2 Reputation Management Authenticity
8. Message Content
9. Source Credibility
10. Infographics
11. Digital Crisis Management
12. Relationship Cultivation
13. AdWords Fundamentals
14. Online PR tools & platforms like HARO
15. Online Press Release distribution

16. Influencer Marketing
17. Online co-branding, collaborations
18. PR building techniques like “Meetups”
19. Acquiring links for your website (Backlinks)

**Suggested Readings:**

- Hartley, J., Burgess, J. & Bruns, A. (2015). A Companion to New Media Dynamics. London: Wiley
- Hinton, S. & Hjorth, L. (2018). Understanding Social Media. London: Sage.
- Golbeck, J. (2015). Introduction to Social Media Investigation: A Hands-on Approach. NY: Elsevier Science.
- Hemann, C. & Burbary, K. (2018). Digital Marketing Analytics: Making Sense of Consumer Data Digital. London: Pearson
- Dodson, I. (2016). The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. London: Wiley
- Scott, D. M. (2008). The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly. London: Wiley

**Teaching Learning Strategies:**

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

**Assignments:**

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

**Assessment and Examinations:**

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place 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.