

Course plan: KOMC13 Strategic Communication: Public Relations and Social Media

Assessment comprises contribution to two seminars, a report and an essay. You will join one of two seminar groups and one of eight presentation teams.

What we will do.... (all content should be regarded as indicative at this stage)

Week 1 (36)

Tuesday Introduction: Jörgen Eksell and Lena Rolén
Lecture 1 What is PR? History and context
Lecture 2 Key concepts: All PR is Online PR

Week 2 (37)

Tuesday Lecture 3: Spreadable Media
Lecture 4: Meet the Digital Naturals

Week 3 (38)

Wednesday Lecture 5: Building engagement and dialogue, storytelling
Lecture 6: Listening, monitoring, acting
Thursday Seminars (PY) Groups 1 and 2: What works for you?

Week 4 (39)

Monday Lecture 7: Curation: Developing and maintaining reputation
Lecture 8: Case studies (Strategy)

Week 5 (40)

No meetings (Group tutorials with PY by arrangement)

Week 6 (41)

Monday Lecture 9: What's trending?: Viral News
Lecture 10: 21st Century Media Relations
Wednesday Lecture 11: PR and the Visual
Lecture 12: YouTube: Who needs words

Week 7 (42)

Tuesday Lecture 13 Digital Democracy (Marja Åkerström)
Thursday Seminar (Group 1) Marja Åkerström
Seminar (Group 2) Marja Åkerström

Week 8 (43)

Monday Lecture 14: Information overload/ Filter bubbles
Lecture 15: Wikipedia and reputation

Week 9 (44)

Monday Lecture 16: Ethics, transparency and relationships
Lecture 17: You have no privacy – get over it!

Wednesday Seminar Groups 1 & 2 together PY