

# IMK642 : Strategic Internet Public Relations

When a bad product review arises on a blogger's website, how can a company reach out to this consumer and correct the problem? How do you combat this potentially harmful issue in a proactive way that will strengthen your brand and protect your company? Internet public relations requires an individual who understands the open community of the Internet and how to initiate positive public relations strategies. The Strategic Internet Public Relations Course examines proactive public relations methods that are unique to the Internet. In addition, the course addresses how a publicist can become an integral part of protecting the image of a company and how relationship management must be aggressive in this highly accessible medium.

**Credits** 3