

PBR540 : Innovative Public Relations Tools and Resources

Like the tools in a toolbox, different media techniques and technologies can solve different communication problems. In the Innovative Public Relations Tools and Resources Course, students will examine the unique characteristics of popular technologies such as social networks (Facebook), real-time media (Twitter), and content sharing (YouTube, Flickr). Students will also investigate behaviors including crowd sourcing, feed aggregation, and content curation. The role of technologies such as RSS, HTML5, and emerging mobile platforms will also be explored. The course will offer students a deeper understanding of the unique properties of each platform as well as examine the kinds of tactical and strategic problems each technology addresses in the context of a PR campaign.

Credits 3