PBR640 : The Online Media Room

The traditional pressroom or media room is the hub of an organization's media outreach and engagement efforts to their consumer and/or client. In the online environment, this effort is typically reflected within a portion of the organization's webpage. In The Online Media Room Course, students will examine how to develop, integrate, and manage online media assets within the organization's webpage to support both external and internal public relations messages. Students will review topics ranging from the development and usability of digital media assets to the incorporation of progressive online media methods to strengthen a corporate web presence. Students will also examine how to integrate digital media assets with existing third-party social platforms such as Facebook and Twitter. Finally, students will explore best practices for managing and updating online media assets to encourage participation from across an organization.
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