

PBR650 : Reputation Management Strategies

In the Reputation Management Strategies Course, students will learn how to monitor and respond to changes in sentiment and conditions that impact organizational initiatives and long-term strategic communication objectives. In addition to monitoring conversations, sentiment, and search ranking, students will also examine how to report social metrics and web analytics – translating this information into effective planning and decision-making. Students will also examine options for defending and repairing reputations, as well as addressing social threats such as dated and inaccurate information in the press, misinformation, and critics on the web. Finally, students will consider how they can use these same strategies to monitor and manage their own online reputations as they develop their careers.

Credits 3

Course Length 4 weeks