<div align="center">**PROPOSAL**</div>

Lecturer: Emilia Smolak Lozano, PhD

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Title of the course: Dialogue PR in Digital Media

Dialogue PR model has dominated recently the Social Media recently according to PRSA due to its capacity to engage publics when managing the core asset of any organisation: the reputation. The course will introduce the students to the strategic approach in Digital Dialogue PR to effectively gain the support and understanding of the company´s or brand´s publics in the complicated, fast changing and interactive digital ecosystem. It can be universally implemented in startups, e-commerce, big tech companies, sports etc. to influence the clients´ opinions and behaviours so the students will examine the real case studies and problem solving situations in various communicative situations. The new online and interactive technologies in PR will be introduced covering a wide set of the digital formats and channels of media and communication in order to build, maintain and manage the reputation of the company and its relations with clients in Social Media. Finally, the course will use the independent project method to create an opportunity for students to test their skills in practice.

Course contents:

1. Basics of Dialogue PR: theoretical perspectives, historical evolution, and models.
2. Studies and applications of Dialogue PR in corporate communications online for brands and organisations.
   - state of art in research
   - application in the profession: from crowdfunding to influencers.
   - employment possibilities
   - professionals´ attitudes
   - future tendencies
3. Strategic management of Digital Dialogue PR.
   - Strategic planning of the campaign
   - Online PR tools and channels: e-press release& interactive press kit, Social Media press release, online press room, podcasts and videos/webinars, online events management, social networks for reputation management; publications and web design.
   - Prowly in media relations management in online media.
   - Digital natives and new online publics
   - Agile/Scrum management of the campaign
   - Social Networks crisis management
   - Web Anaytics 2.0

4. Digital storytelling in Social Media: transmedia and viral campaigns.

5. Case studies of modern campaigns: resolving real case studies.
   - Pepsi and Coca Cola case studies.
   - Obama´s campaign.
   - Kickstarter´s crowdfunding campaigns.
   - NGOs´examples: public opinion campaigns.
   - Game of Thrones.
   - Adidas, Tesla/Uber and Facebook crisis.
   - Tweeting about CSR in energy sector.
   - United Colours of Benetton
   - Starbucks and its interactive approach.
   - FC Barcelona and Real Madrid,etc.
6. Independent project: creating a strategic plan for a campaign.

Course participants

Mainly BA but also MA students of any of the following degrees Business Administration, Sport Economics, Media Economics

Expected number of students: 20

Time:

24.06.2019: 08:00 - 12:00

25.06.2019: 08:00 – 16:00

26.06.2019: 08:00 – 16:00

27.06.2019: 08:00 – 16:00

28.06.2019: 08:00 – 16:00

25.06.2019: 09:00 – 13:00

Room: 24.3, B9