

Advanced Public Relations

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Crisis communication: Developing crisis communication plans. From creating a crisis strategy to developing key messaging. Building a crisis leadership team. Writing the initial statement. Writing key talking points.

Assignment: Develop a crisis communication plan.

Week 2

Conferences and trade shows: Defining the trade show and the conference. Finding and selecting the conference. Locating awards. Writing case studies.

Assignment: Write a case study.

Week 3

Conference speaking abstracts and speeches: Writing the speaking abstract. Structuring and writing speeches.

Assignment: Write a speech.

Week 4

Social media: Defining social media and social media tools available for the PR professional. Using social media to gain market intelligence and wield market influence. Introduction to search engine optimization and the social media news release. Blog types and how to deal with and pitch the blogger.

Assignment: Create a blogger pitch list.