



COURSE UNIT CODE: PRC 301

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

DAY CLASS, THIKA ROAD CAMPUS

END OF SEMESTER EXAMINATION JAN – APRIL 2021

COURSE LECTURER – Ms. ELIZABETH THIGA

Section A – Compulsory

Question 1

- a) The Social Media Release (SMR) is a press release that is posted on the web, and done so in such a way that will improve the likelihood of content being disseminated. As a communications professional, describe **five elements** you would incorporate in your SMR in order to cater for different audiences, as well as enrich it **(5marks)**
- b) As a Digital Communication Officer, which **five** platforms would you use to communicate with the different target audiences, and what content would be on those platforms? **(5 marks)**

Section B – Choose Any three questions

Question 2

- a) As a content creator for digital platforms, one may not have pre-installed Software to create video content. List **three** internet programs that can be used for this **(3 marks)**
- b) Discuss **three** ethical principles that apply to communication on digital platforms **(6 marks)**
- c) Define the term blog **(1mk)**

Question 3

As a Digital Communication Strategist for a non-profit organization, discuss **five** strategies you would use in order to promote your brand and extend the reach of your organization **(10 marks)**

Question 4

- a) Define a crisis **(2 marks)**

- b) Recently, the Nairobi West Hospital faced a crisis that went viral on social media platforms. This was on patient neglect. In response, the hospital decided to ignore this issue and instead sponsored hashtags on twitter that focused on the hospital's great services and amenities. This was received negatively by the public. As a digital communications expert, what **four** actions could have been taken to mitigate the crisis instead? **(8 marks)**

Question 5

In the digital age, it may not be necessary to use focus groups, surveys and other traditional methods to evaluate the success of the communication strategies. Using the see, say and do metrics discuss five methods that one can use to measure the success of the activities on digital platforms. **(10 marks)**

Examination paper coverage Check list (Attach the filled checklist to the draft examination paper)

Examination Coverage Checklist

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Number of Students: 8

Day/Evening/Weekend (tick appropriately)

Question	Marks	Topic	Subtopic
Q 1.	10	Writing for the web, blogs, social media, seo	a. Social Media Release b. Platforms for digital communications
Q .2.	10	a. Tools for managing digital platforms, creating content, digital storytelling b. Ethics and legal issues in the use of digital media c. Writing for the	a. Tools for creating content b. Ethical principles c. Definitions

		web, blogs, social media, seo	
Q.3.	10	Digital Communi cations and Non Profits	Strategies used by Non Profits
Q.4	10	Crisis Communication and Digital Media	a. Definition of Terms b. Crisis Managemennt
Q.5	10	Online Research and Analytics	Analytics

Course Outline/Schedule

Date	Topic (Module/Unit)	Outcome(s) to meet	Assigned Readings	Student Activity
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				(DQS/ Compendium s/ Assignments)
18/01/2021 Live virtual collaborate class	Definition, nature, rationale, channels of digital pr	#1	Gregory, A. (2014). Online Public Relations: A practical guide to developing an online strategy in the world of social media. Kogan Page, London. Pg. 58 - 70	Demonstrate an understanding of digital media, and digital public relations Discuss the changing nature of public relations (WC 1) Compare and contrast the practice of Public Relations in traditional and new media (DQ 1)
25/01/2021 Live virtual collaborate class	Writing for the web, blogs, social media, seo	#1, #2, #3	Public Relations and the Social Web How to Use Social Media and Web 2.0 in Communications by Rob Brown (z-lib.org) Aronson, M., Spetner, D., & Ames, C. (2007). The Public Relations Writer's Handbook (The Digital Age Second Edition). Jossey-Bass, CA Pg. 225 - 242	Identify a story / piece of work from any newspaper and rewrite it for a website, blog, twitter and Instagram platforms (Assignment) Identify the different digital media

				platforms and situations they would be most suitable for (DQ 2)
1/02/2021 Live virtual collaborate class	Tools for managing digital platforms, creating content, digital storytelling	#2	Digital Storytelling A Creator's Guide to Interactive Entertainment by Carolyn Handler Miller (z-lib.org) Writing for Digital Media by Brian Carroll (z-lib.org)	Create an account on Flickr, upload themed photographs related to your blog
8/02/2021 Live virtual collaborate class	Digital PR Strategies in Government and Non Profits	#2	Digital Strategies for Powerful Corporate Communications by Paul A. Argenti, Courtney M. Barnes (z-lib.org) Eysenbach, G. (2008) Credibility of Health Information and Digital Media: New Perspectives and Implications for Youth. Digital Media, Youth, and Credibility. Edited by Miriam J. Metzger and Andrew J. Flanagin. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. Cambridge, MA: The MIT Press, 2008. 123–154. doi: 10.1162/dmal.9780262562324.123	Analyze the Kenyan Government digital media platforms and suggest improvements (DQ 3)

15/02/2021 Live virtual collaborate Illustration class	Digital PR Strategies In Private Companies	#3	Online Public Relations A practical guide to developing an online strategy in the world of social media Pg. 179-184	Discuss the concept of celebrities or influencers in promoting brands online. Use Kenyan examples. (DQ 4)
22/02/2021 Live virtual collaborate Illustration class	Digital and Social Media Marketing	#3	Social media marketing workbook 2019 how to leverage the power of Facebook advertising, Instagram marketing, YouTube and SEO to explode your business and personal brand by Schaffner, Adam (z-lib.org) Nripendra, P. R., Emma, L. S., Ganesh, P. S., Hatice, K. N. S., Bidit, A. G., Yogesh, K. D., (Eds). (2020). <i>Digital and Social Media Marketing Emerging: Applications and Theoretical Development</i>. Springer, Switzerland pp. 112 - 115	Discuss the use of targeted ads on social media platforms (DQ 5)
01/03/2021	CAT 1			
08/03/2021 Live virtual	Online Research, Analytics	#3	Public Relations and the Social Web How to Use Social Media and Web 2.0 in	Familiarize with the various terminology

collaborate Illustration class			Communications by Rob Brown (z-lib.org)	related to Digital Media
15/03/2021	Theories of online communication	#3	Poynter, R. (2010). The Handbook of Online and Social Media Research. John Wiley & Sons, UK	Discuss the key ideas presented in the various theories that relate to online communication
22/03/2021	Crisis Communication and Digital Media	#3	Social Media and Crisis Communication by Lucinda L Austin Yan Jin (z-lib.org)	Analyze any three case studies, and provide recommendations as to what could have been done differently (WC 2)
29/03/2021	Ethics and legal issues in the use of digital media	#4	Handout provided.	Discuss the ethical issues that arise from using digital media
05/04/21	Principles Of Digital Media	#2	Reyna, J., Hanham, J. & Meier, P. (2018). The Internet explosion, digital media principles and implications to communicate effectively in the digital space. <i>E-Learning and Digital Media</i> 2018, Vol. 15(1) 36–52. Sage	

			Journals	
12/04/21	Best Practices and Current Trends For Digital Media Operations, Revision			
19/04/20 21	WEEK EXAM			