



COURSE UNIT CODE: PRC 301

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION DECEMBER 2024

COURSE LECTURER – Ms. ELIZABETH THIGA

DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS

Section A – Compulsory

Question 1

The *Tiba Bora* Hospital will conduct a health awareness day at its main branch in Roysambu. You are required to send out a Social Media Release (SMR) to inform the press and the public to attend.

- a. Describe how you would incorporate any **five elements** in your SMR to promote the wellness day in order to cater for different audiences, as well as enrich it. **(5marks)**
- b. As the Digital Communication expert, which **five** platforms would you use to communicate this message with the different target audiences, and what format of content would be on those platforms? **(5 marks)**

Section B – Choose Any three questions

Question 2

You are a blogger for *Wordwire Inc.* a digital platform, and therefore required to be knowledgeable about content creation tools.

- a. Define the term blog. **(1mk)**
- b. List three Search Engine Optimization (SEO) tools that would be useful for identifying keywords in order to boost the ranking of the *Wordwire Inc.* page on different search engines. **(3 marks)**
- c. Discuss **three** ethical principles that you would apply when communicating on this and other digital platforms. **(6 marks)**

Question 3

As a Digital Communication Strategist for *Siasa Sasa* a non-profit organization you are working on a campaign to promote press freedom in Kenya. Discuss **five** strategies you would use in order to promote this activity and therefore extend the reach of your organization. **(10 marks)**

Question 4

Recently, the government of Kenya faced a crisis that went viral on social media platforms due to the protests against the Finance Bill 2024. This was partly due to the fact that the government had not undertaken civic education for the citizens. As a digital communications expert working for the President, what **five** actions would you take using digital media to mitigate and prevent future crises? **(10 marks)**

Question 5

Imagine you are a communication strategist for a company launching a new digital campaign to increase brand awareness and customer engagement. Traditional methods like focus groups and surveys are not part of your evaluation toolkit. Based on the *see, say, and do* metrics, identify and describe five modern research methods you would use to assess the campaign's effectiveness on digital platforms. Explain how each method provides insights into what audiences see, what they say, and what they do, and how these insights would help you improve future campaigns. **(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	a. Tools for creating content b. Ethical principles c. Definitions

		storytelling b. Ethics and legal issues in the use of digital media c. Writing for the web, blogs, social media, seo	
Q.3.	10	Digital Communications and Non Profits	Strategies used by Non Profits
Q.4	10	Crisis Communication and Digital Media	a. Definition of Terms b. Crisis Management
Q.5	10	Online Research and Analytics	Analytics

Course Outline/Schedule

Date	Topic (Module/Unit)	Outcome(s) to meet	Assigned Readings	Student Activity (DQS/Compendiums/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	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	Identify a story / piece of work from any

collaborate class			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	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	Analyze the Kenyan Government digital media platforms and suggest improvements (DQ 3)

			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	
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>	Discuss the use of targeted ads on social media platforms (DQ 5)

			Springer, Switzerland pp. 112 - 115	
01/03/2021	CAT 1			
08/03/2021 Live virtual collaborate Illustration class	Online Research, Analytics	#3	Public Relations and the Social Web How to Use Social Media and Web 2.0 in Communications by Rob Brown (z-lib.org)	Familiarize with the various terminology 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			