# Workshop on Media Relations for the Web and Social Media

## Prof. Stefano Pini

***COURSE AIMS ANDINTENDED LEARNING OUTCOMES***

The workshop aims to provide theoretical and practical tools for the development of media relations in the digital age. The creation of a real digital corporate identity will be simulated, analysing the methods and techniques of online writing as well as the strategies and practices used for an effective corporate communication in the digital sphere. In fact, today, dealing with media relations means creating, managing, and transferring fluid, multi-platform, and cross-media information and contents.

At the end of the course, students will be able to create a digital communication campaign aimed to tell the story of a company and promote a specific event, seizing all the opportunities offered by the online world. In addition, they will be able to structure a complete strategy and manage a wide range of activities – e.g. the ones related to press offices and social media management – aimed to carry out a specific task.

***COURSE CONTENT***

1. The fluid boundaries of media relations in the digital age

2. Networking: the role of PR

3. Creating an effective digital ecosystem: the online brand identity

4. How to be noticed and how to be found with content marketing: SEO and communication

5. Generating trust, approaching customers: promotion and inbound marketing

***READING LIST***

A digital course pack will be made available on Blackboard.

***TEACHING METHOD***

Each lecture will have two distinct yet correlated stages: a frontal part, consisting of explanation and discussion, followed by exercises (individual or in groups) in the classroom.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed (out of thirty) through an ongoing evaluation consisting in four practical activities, aimed at experimenting with the construction of a digital communication strategy (planning, writing, dissemination). The practical classes (individual or in group) will be inspired by one or more of the case studies dealt with in class.

The final mark will result from the rounded up arithmetic average between the practical activities. The practical activities will be based on the topics explained in class.

Students attending less than 70% of the course will be automatically considered ‘non-attending students’. This means that, in order to pass the final exam, they will have to study the digital course pack available on Blackboard, and write an assignment based on the creation of a digital communication strategy (from the point of view of its planning, writing, and diffusion). The final mark will be expressed in thirtieths. For further information, students are invited to contact the lecturer.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should have a basic knowledge of creative writing, SEO writing, social networks, and graphic softwares (e.g. Photoshop, Indesign, Canva, etc.), and show a certain curiosity towards digital communication.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.