Artificial Intelligence and Strategic Communication
2024 Winter Online Program

Course Overview
This interdisciplinary course provides a comprehensive exploration of the dynamic interplay between Artificial Intelligence (AI), Crisis Communication, and Public Relations (PR). Students and faculty will delve into the practical applications of AI in communication and how it shapes crisis management and public relations strategies. The course aims to equip participants with essential knowledge and skills to navigate the evolving landscape of strategic communication in the digital era.

Admissions
The entire course will be taught in English, so students need to have sufficient English language proficiency. You will provide your CET 4, CET 6, TEM4, or University Entrance Exam English scores in the application.

Program Dates
Jan. 24 - Feb. 15, 2024
Lectures: 8-9:30 p.m. EST

Program Cost
USD$480

Deadline: Jan. 3, 2024

go.ncsu.edu/gti-ai-comm-app
Course Schedule

1/24: Introduction to AI in Communication
- Fundamentals of AI and its applications in communication
- Types of AI tools

1/25: Introduction to Crisis Communication and Strategies
- Crisis communication planning and strategies for managing reputational challenges
- Utilizing AI for real-time crisis detection and sentiment analysis

1/29: Reputation Management and Public Relations
- AI-driven online reputation management
- AI applications in media relations and public relations efforts

1/31: AI in Social Media Communication
- AI algorithms in social media platforms and their impact on communication strategies
- Leveraging AI for targeted social media campaigns and audience engagement
- AI applications in media relations

2/5: AI for Strategic Communication
- Emerging AI technologies in communication and public relations
- Predictive analytics and AI forecasting for strategic decision-making

2/7: Case Study Implementation
- Case study learning
- Industrial cases of AI communication

2/13: Future Trends and Ethical Implications of AI in Communication
- Addressing ethical considerations and promoting responsible AI adoption

2/15: Course Project
- Participants will work on a practical project to develop a crisis communication plan for a simulated scenario using AI-driven communication strategies.

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This program is only open to students from NC State’s partner universities. The course will be of interest to undergraduate students studying Journalism, Communications, English, Public Relations, and Business, but students in other majors may also apply.