



# Artificial Intelligence and Strategic Communication

## 2024 Summer Online Program

### Program Dates

July 29-August 23

Lectures: 7:30-9:00 a.m. EST

### Program Cost

USD\$480

**Deadline: July 1, 2024**

### 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.



Apply at: <https://go.ncsu.edu/gti-ai-comm-app>

# Course Schedule

## 7/29: Introduction to AI in Communication

- Fundamentals of AI and its applications in communication
- Overview of various types of AI tools

## 7/31: AI for Strategic Communication

- Exploration of emerging AI technologies in communication and public relations
- Application of predictive analytics and AI forecasting for strategic decision-making

## 8/5: Case Study Implementation

- Case study learning
- Exploring industrial cases of AI communication

## 8/7: Introduction to Crisis Communication and Strategies

- Planning crisis communication and strategies for managing reputational challenges
- Utilizing AI for crisis communication

## 8/9: Relationship Management in Public Relations

- Relationship management theory
- OPR and COPR
- An AI solution



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## 8/12: Content Analysis Implementation and AI Solution

- Addressing content analysis approaches
- Implementing AI solutions for sentiment analysis

## 8/14: AI in Social Media Communication

- AI algorithms in social media platforms and social media listening
- Leveraging AI for targeted social media campaigns and audience engagement

## 8/19: Future Trends and Ethical Implications of AI in Communication

- Anticipating future trends in AI communication
- Addressing ethical considerations and promoting responsible AI adoption

## 8/21: Course Project

- Participants will work on a practical project to develop a crisis communication plan for a simulated scenario using AI-driven communication strategies.

## 8/23: Final Course Paper Due

Zoom information session: 3/21 and 5/22 9:30 am EST

Meeting ID: 824 666 7307

Passcode: 2024SUM

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.