

Public Relations: Impact of Technology and Social Change

COURSE OVERVIEW

This course explores how technological advancements and evolving social dynamics are reshaping the practice of public relations. Delegates will gain critical insights into the impact of digital media, artificial intelligence, data privacy, and cultural shifts on audience engagement, reputation management, and communication strategies.

The course provides tools and frameworks to help PR professionals navigate modern platforms, manage rapid communication cycles, and respond to societal expectations with authenticity, agility, and strategic foresight.

WHO SHOULD ATTEND?

This course is suitable for Public Relations Officers, Communications Managers, Media Relations Specialists, Government Affairs Personnel, Marketing and Corporate Affairs Professionals, and anyone responsible for shaping public perception and stakeholder communication.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Understand how digital technologies are transforming PR functions
- Adapt messaging strategies to meet changing social norms and public expectations
- Leverage social media and AI tools for real-time communication and analysis
- Mitigate risks and manage reputation in a fast-paced digital environment
- Create inclusive and socially aware PR campaigns
- Align communication strategies with emerging trends in ethics, activism, and transparency

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Evolution of PR in the age of digital disruption
- Role of AI, automation, and social listening tools in PR
- Social media influence and the 24/7 news cycle
- Navigating cancel culture, misinformation, and reputation risk
- Using data analytics to inform public sentiment and response
- Communicating during social movements and societal change
- Crisis communication in an interconnected world
- Real-world simulations of tech-driven PR challenges

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded