



Social networks and media relations management

Presentation

This lecture will immerse the students into the world of media relations. Once the students fully understand what this term encompasses, they will discover the various types of communication supports, will be given advice on how to develop a strategic communication plan, as well as ten key recommendations for successfully writing a press release. The students will delve into the land of influencers and will discover the joys of crisis communications. The purpose of this class is to help students acquire a good understanding of the usefulness and power of media relations, learn to master the main tools and will be given tips on how to capture the attention of journalists and influencers.

In brief

Number of hours : 12.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fourth year

Validation : Final oral examination

Contacts

Responsible(s)

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Form of assessment

3 ECTS, except for the APRI Masters (4,5 ECTS).