



人工智能与战略沟通 美国北卡州立大学2024年寒假网络项目

项目时间：

2024年1月24日到2月5日
上课时间：美国东部时间晚上8点到9点半

项目费用：

480美元

申请截止：**2024年1月3日**

课程描述：

这门跨学科课程全面探索人工智能 (AI)、危机沟通和公共关系 (PR) 之间的动态相互作用。学生和教师将深入研究人工智能在沟通中的实际应用，以及它如何塑造危机管理和公共关系策略。该课程旨在为参与者提供必要的知识和技能，以驾驭数字时代不断变化的战略传播格局。

申请条件：

课程全部用英文授课，参加项目的学生需要具有一定的英文水平，能够用英文进行沟通，请提供英语四级、六级或者高考成绩作为参考



申请网站：go.ncsu.edu/gti-ai-comm-app

课程具体安排:

1/24: 人工智能在沟通和危机沟通中的介绍

- 人工智能基础知识及其在沟通和危机管理中的应用
- 人工智能类型

1/25: 介绍危机公关和战略:

- 管理声誉的挑战-危机公关的计划和战略
- 利用人工智能进行实时危机检测和情绪分析

1/29: 声誉管理和公共关系

- 人工智能驱动的在线声誉管理
- 人工智能在媒体关系和公共关系工作中的应用

1/31: 社交媒体传播中的人工智能

- 社交媒体平台中的人工智能算法及其对传播策略的影响
- 利用人工智能进行有针对性的社交媒体活动和受众参与
- 人工智能在媒体关系中的应用



联系信息:

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NC STATE UNIVERSITY

Global Training Initiative

2/5: 人工智能战略沟通

- 新兴人工智能技术在沟通和公共关系中的作用
- 用于战略决策的预测分析和人工智能预测

2/7: 案例分析

- 案例学习方法
- 行业中人工智能沟通的实际案例

2/13: 人工智能在通信领域的未来趋势和伦理影响

- 解决道德问题并促进负责任的人工智能应用

2/15: 课程最终项目

- 学生将开展一个实际项目，使用人工智能驱动沟通策略为模拟场景制定危机沟通计划



该项目仅向北卡州立大学合作大学的学生开放。学习新闻、传播、英语、公共关系和商业的本科生会对这门课程感兴趣，其他专业的学生也可以申请。



Artificial Intelligence and Strategic Communication

2024 Winter Online Program

Program Dates

Jan. 24 - Feb. 15, 2024

Lectures: 8-9:30 p.m. EST

Program Cost

USD\$480

Deadline: Jan. 3, 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.



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



Contact Info:

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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.

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.