



## 人工智能与战略沟通

### 美国北卡州立大学2024年暑期网络项目

#### 项目时间：

7月29日 - 8月23日

上课时间: 美国东部时间早上7:30到9:00

#### 项目费用：

480美元

申请截止: **2024年7月1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战略。该课程旨在为参与者提供必要的知识和技能，以适应数字时代战略沟通不断变化的格局。

#### 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。请提供大学英语四级、六级、英语专业四级或者高考英语成绩作为参考。



申请网站: <https://go.ncsu.edu/gti-ai-comm-app>

## 课程安排:

### 7/29: 人工智能在沟通中的介绍

- 人工智能的基础及其在沟通中的应用
- 各种类型人工智能工具的概述

### 7/31: 人工智能用于战略沟通:

- 探索沟通和公共关系中新兴的人工智能技术
- 运用预测分析和人工智能预测进行战略决策

### 8/5: 案例研究实施

- 案例学习
- 探讨人工智能在沟通中的行业案例

### 8/7: 危机沟通与策略介绍

- 规划危机沟通和处理声誉挑战的策略
- 利用人工智能进行危机沟通

### 8/9: 公共关系中的关系管理

- 关系管理理论
- 组织关系管理 (OPR) 和客户关系管理 (COPR)
- 人工智能解决方案



## 联系信息:

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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、公共关系和商务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。

### 8/12: 内容分析实施与人工智能解决方案

- 探讨内容分析方法
- 实施人工智能解决方案进行情感分析

### 8/14: 人工智能在社交媒体沟通中的应用

- 社交媒体平台和社交媒体聆听中的人工智能算法
- 利用人工智能进行有针对性的社交媒体宣传和受众互动

### 8/19: 人工智能在沟通中的未来趋势和道德影响

- 预测人工智能沟通的未来趋势
- 探讨伦理考虑并提倡负责任的使用人工智能

### 8/21: 课程项目

- 参与者将完成一个实际项目，在模拟情境中，使用人工智能驱动沟通战略制定危机沟通计划

### 8/23: 最终课程论文截止

项目说明会: 北京时间3/21、5月22日晚上9:30

Zoom Meeting ID: 824 666 7307

Passcode: 2024SUM





# **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



## Contact Info:

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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.