MKT2x – Reputation Management in a Digital World

Course Description:
This course looks at the elements involved in managing an organisation’s reputation online. This course teaches students to move beyond the traditional media approach to building and protecting an organisation’s reputation. Students will become adept at translating information across platforms and develop a basic understanding of storytelling within a business context.

By taking on the role as Communications Manager for a fictional organisation, and experiencing hypothetical scenarios, you will learn how to manage its reputation through online activities. Although hypothetical, the scenarios have been modelled on real-life examples. Students will gain practical experience on how to use a multi-platform approach to manage reputation in the digital space.

In each scenario you will take on the role of the Communications Manager and have to make key decisions. You will follow the fictional organisation and experience:
- how to build a robust and sustainable online reputation.
- the positives of building a strong participatory culture;
- how to manage a social media issue based on a real-life example; and
- how to manage a crisis and respond appropriately across multiple platforms.

You will hear from industry experts and get their tips and insight on how to manage a reputation online. A basic introduction into the media cycle and how it has changed since the introduction of social media will allow you to respond in a timely manner.

Each topic will incorporate a range of real life case studies providing practical examples of how companies have responded and managed crises that have impacted their business. Discussion questions are integrated into the course content and you will engage with other students to discuss the pros and cons of particular strategies and best-practice in online engagement and reputation management.

A range of practical tasks will also provide you with experience in posting and managing some of the most popular social media tools including Facebook, Twitter, Facebook, Snapchat and more.

The digital landscape is fast-paced and continually changing, yet is an equally challenging and exciting environment in which to work. This course is relevant to anyone working in marketing, communications, public relations, social media and advertising.
Course Objectives:
After completing this course, you will be able to:
- Understand how to manage an organisation’s online reputation
- Understand how to develop organisational stories across different online platforms
- Apply reputational management principles to manage an online issue and crisis
- Build a strong participatory culture to engage your audience

Pre-Requisites:
Students should have an understanding of marketing and public relations concepts. Students also need an understanding of different online platforms.

Time Commitment:
3-4 hours per week.

Your Instructors:
Mrs Bridget Tombleson
Ms Lydia Gallant
Dr Katharina Wolf

Course Syllabus:
This course consists of six modules. We estimate that you will need to spend at least 3-4 hours per week on each module.

Module 1: Corporate reputation in the digital age
In this module you will:
- identify what a corporate reputation is and why it is important
- examine how the digital age has affected reputation management
- identify the types of reputational risk that exist online and the difference between an issue and a crisis

Module 2: Reputation and participatory culture
In this module you will:
- explain what participatory culture is and why it is important
- utilise the audience as co-creator of the story and brand
- recommend ways in which to build a strong participatory culture

Module 3: How online has changed the media cycle
In this module you will:
- examine how the traditional media cycle has changed and the broader definition of who ‘the media’ is now
- explain how online reputation affects offline reputation and whether an organisation can separate the two
Module 4: Managing reputation online
In this module you will:
- examine how to build a reputation – conversation and coverage
- demonstrate how to protect a reputation in times of adversity
- monitor your reputation and act on issues

Module 5: Protecting a Reputation: when it goes wrong, crisis response
In this module you will:
- identify ways to embrace online negativity/criticism
- explain how to respond to a crisis online
- debrief after a crisis and evaluate your response

Module 6: Towards best practice reputation management
In this module you will:
- examine how ethics relates to corporate reputation
- articulate how to be authentic and speak ‘beyond the corporate voice’
- compare best practice in building a sustainable corporate brand online

Course Schedule:

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>0</td>
<td>30 May</td>
<td>About this course</td>
<td>-</td>
</tr>
<tr>
<td>1</td>
<td>6 June</td>
<td>Module 1: Corporate reputation in the digital age</td>
<td>Social Media Task 1&lt;br&gt;Scenario checkpoint 1</td>
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<td>2</td>
<td>13 June</td>
<td>Module 2: Reputation and participatory culture</td>
<td>Social Media Task 2&lt;br&gt;Scenario checkpoint 2&lt;br&gt;Online Quiz 1</td>
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<td>Module 3: How online has changed the media cycle</td>
<td>Social Media Task 3&lt;br&gt;Scenario checkpoint 3</td>
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<td>4</td>
<td>27 June</td>
<td>Module 4: Managing a reputation online</td>
<td>Social Media Task 4&lt;br&gt;Scenario checkpoint 4&lt;br&gt;Online Quiz 2</td>
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<td>5</td>
<td>4 July</td>
<td>Module 5: Protecting a reputation: when it goes wrong, crisis response</td>
<td>Social Media Task 5&lt;br&gt;Scenario checkpoint 5</td>
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<td>6</td>
<td>11 July</td>
<td>Module 6: Towards best practice reputation management</td>
<td>Online Quiz 3</td>
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<td>7</td>
<td>18 July</td>
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Assessment Summary:
Students will need to gain 70% or above to successfully pass the course.

This course will be graded based on the following criteria:

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<thead>
<tr>
<th>Assessment Type</th>
<th>No# of Assessments</th>
<th>% of Final Grade</th>
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<tbody>
<tr>
<td>Kalybridge Scenario</td>
<td>5</td>
<td>20%</td>
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<tr>
<td>Social Media Tasks</td>
<td>5</td>
<td>20%</td>
</tr>
<tr>
<td>Online Quizzes</td>
<td>3</td>
<td>60%</td>
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Further details about each assessment are provided within the course.