AI Ethics in Communications Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Artificial Intelligence is rapidly transforming the communications landscape, enabling organizations to leverage Generative AI, Large Language Models (LLMs), Predictive Analytics, Intelligent Automation, Digital Trust, Responsible AI, and Data-Driven Storytelling to improve engagement, efficiency, and strategic decision-making. While AI presents unprecedented opportunities for communication professionals, it also introduces significant ethical challenges involving transparency, misinformation, algorithmic bias, privacy, intellectual property, digital manipulation, and stakeholder trust. Organizations must develop robust ethical frameworks to ensure AI technologies support responsible communication practices while maintaining credibility and public confidence.

AI Ethics in Communications Training Course equips communication professionals with the knowledge and practical skills required to navigate the evolving AI ecosystem responsibly. Participants will explore AI Governance, Ethical AI Frameworks, Digital Ethics, Explainable AI, Human-Centered AI, Responsible Content Creation, AI Risk Management, Cybersecurity Awareness, Deepfake Detection, and Trustworthy Communications. Through real-world case studies, interactive discussions, and hands-on exercises, learners will develop strategies for implementing ethical AI practices that align with organizational values, regulatory requirements, and stakeholder expectations.

Programme Curriculum

AI Ethics in Communications Training Course

Introduction

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Understand the fundamentals of Artificial Intelligence, Generative AI, and Machine Learning in communications.
2. Identify ethical risks associated with AI-powered content creation.
3. Evaluate issues related to algorithmic bias and fairness.
4. Apply Responsible AI Governance Frameworks in communication strategies.
5. Develop policies for AI Transparency and Accountability.
6. Manage risks related to Deepfakes, Synthetic Media, and Disinformation.
7. Strengthen organizational Digital Trust and Brand Reputation.
8. Implement Data Privacy and AI Compliance requirements.
9. Use Explainable AI (XAI) principles for stakeholder communication.
10. Design ethical workflows for AI-Assisted Public Relations and Marketing.
11. Assess legal and intellectual property implications of AI-generated content.
12. Create crisis communication strategies for AI-related incidents.
13. Build sustainable and human-centered AI communication frameworks.

Target Audience

1. Corporate Communication Managers
2. Public Relations Professionals
3. Marketing and Digital Media Specialists
4. Government Communication Officers
5. NGO and Development Communication Practitioners
6. Journalists and Media Professionals
7. Corporate Affairs and Reputation Managers
8. Executives, Compliance Officers, and Policy Makers

Course Modules

Module 1: Foundations of AI in Communications

- Introduction to Artificial Intelligence and Generative AI
- AI applications in Public Relations and Corporate Communications

- Large Language Models and Content Generation
- Opportunities and challenges of AI adoption
- Future trends in AI-powered communications
- **Case Study:** Analysis of AI-generated press releases and corporate messaging effectiveness.

Module 2: AI Ethics and Responsible Communication

- Principles of Ethical AI
- Human-Centered AI approaches
- Ethical decision-making frameworks
- Responsible content creation practices
- Building ethical communication policies
- **Case Study:** Evaluation of ethical failures in automated communication campaigns.

Module 3: Algorithmic Bias, Fairness and Inclusion

- Understanding algorithmic bias
- Diversity, equity and inclusion in AI systems
- Fairness assessment methodologies
- Identifying unintended discrimination
- Bias mitigation strategies
- **Case Study:** Examination of biased AI recruitment and communication systems.

Module 4: Transparency, Explainability and Accountability

- AI transparency requirements
- Explainable AI (XAI) concepts
- Accountability frameworks
- Human oversight mechanisms
- Communicating AI decisions to stakeholders
- **Case Study:** Review of organizational responses to AI decision-making controversies.

Module 5: AI Governance, Compliance and Data Privacy

- AI governance structures
- Global AI regulations and standards
- Data privacy and protection requirements
- Compliance monitoring and auditing
- Ethical risk management practices
- **Case Study:** Analysis of privacy breaches involving AI-driven communication platforms.

Module 6: Misinformation, Deepfakes and Digital Trust

- Deepfake technologies and emerging risks
- Detection of synthetic media
- Managing misinformation and disinformation
- Reputation management strategies
- Strengthening stakeholder trust
- **Case Study:** Investigation of deepfake incidents affecting organizations and public figures.

Module 7: AI in Marketing, Public Relations and Media

- AI-powered customer engagement
- Predictive analytics for communication campaigns
- Personalized content strategies
- Ethical marketing automation
- Responsible social media management
- **Case Study:** Assessment of AI-driven marketing campaigns and ethical considerations.

Module 8: Building an Ethical AI Communication Strategy

- Developing AI communication policies
- Ethical AI implementation roadmap
- Risk assessment and mitigation planning
- Crisis communication preparedness
- Measuring ethical AI performance and impact
- **Case Study:** Designing an enterprise-wide Ethical AI Communications Framework.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com