Artificial Intelligence in Public Relations (AI in PR) 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 (AI) is transforming the Public Relations (PR) industry by redefining how organizations manage reputation, media communication, crisis response, sentiment analysis, and audience engagement. Artificial Intelligence in Public Relations (AI in PR) Training Course equips professionals with advanced capabilities in AI-driven communication strategies, predictive analytics, generative AI content creation, media intelligence automation, and real-time brand monitoring. Participants will explore how AI tools such as natural language processing (NLP), machine learning, chatbots, and sentiment engines are reshaping modern PR workflows and enhancing decision-making precision in a data-driven media landscape.

As organizations compete in a hyper-digital ecosystem, PR professionals must adopt AI-powered storytelling, automated press release generation, influencer analytics, crisis prediction systems, and social listening platforms. This course bridges traditional PR expertise with next-generation AI applications, enabling learners to build smart communication strategies, optimize brand reputation management, and leverage big data insights for strategic messaging. By integrating real-world case studies and hands-on simulations, participants will gain practical skills to lead AI-driven PR transformation across corporate, government, and agency environments.

Programme Curriculum

Artificial Intelligence in Public Relations (AI in PR) Training Course

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Course Duration

5 days

Course Objectives

1. Understand Artificial Intelligence in Public Relations
2. Apply AI-powered media monitoring and social listening tools
3. Develop data-driven PR strategies using predictive analytics
4. Master Generative AI for press release and content creation
5. Use sentiment analysis for brand reputation management
6. Implement AI crisis communication and risk prediction models
7. Optimize influencer marketing using AI analytics tools
8. Integrate Natural Language Processing (NLP) in PR workflows
9. Build automated chatbot communication for stakeholder engagement
10. Analyze big data for strategic communication insights
11. Enhance digital storytelling using AI content engines
12. Improve media intelligence and competitive PR analysis
13. Design future-ready AI-powered PR campaign strategies

Target Audience

1. Public Relations Professionals & PR Managers
2. Corporate Communication Executives
3. Digital Marketing & Brand Managers
4. Media Relations Officers
5. Government Communication Specialists
6. Journalism & Mass Communication Students
7. Social Media Managers & Content Strategists
8. Corporate Reputation & Crisis Management Teams

Course Modules

Module 1: Introduction to AI in Public Relations

- Evolution of PR in the AI era
- Role of machine learning in communication
- AI tools reshaping PR ecosystems
- Data-driven vs traditional PR approaches
- Ethical considerations in AI communication

- **Case Study:** How global brands use AI to transform media relations and press workflows

Module 2: AI-Powered Media Monitoring & Social Listening

- Real-time brand monitoring systems
- Social sentiment tracking using AI
- Keyword intelligence dashboards
- Competitor media analysis tools
- Trend detection in digital conversations
- **Case Study:** Crisis detection through AI-based social listening platforms

Module 3: Generative AI for Content & Press Releases

- Automated press release generation
- AI copywriting tools for PR campaigns
- Content personalization using AI
- Multilingual communication automation
- Editorial workflow optimization
- **Case Study:** News agencies adopting generative AI for rapid content production

Module 4: Sentiment Analysis & Brand Reputation Management

- Emotion detection algorithms
- Reputation scoring models
- Customer feedback analytics
- Public sentiment forecasting
- Risk identification in media narratives
- **Case Study:** Brand recovery using sentiment analysis after reputational crisis

Module 5: AI in Crisis Communication Management

- Predictive crisis detection systems
- Real-time response automation
- Risk mapping and scenario modeling
- Stakeholder communication strategies
- AI-assisted decision making
- **Case Study:** Corporate crisis handled through AI-driven communication response systems

Module 6: Influencer Analytics & Digital PR Intelligence

- AI-based influencer identification
- Audience engagement prediction models
- Campaign performance tracking
- Fake follower detection systems
- ROI optimization in influencer marketing
- **Case Study:** AI-powered influencer selection for global product launches

Module 7: Chatbots & Automated Stakeholder Engagement

- AI chatbots in PR communication
- Customer query automation systems
- Engagement personalization engines

- Omnichannel communication strategies
- Human-AI hybrid communication models
- **Case Study:** Government agency using chatbots for public communication services

Module 8: Future of AI-Driven Public Relations Strategy

- Predictive PR analytics and forecasting
- AI ethics and governance in communication
- Integration of AR/VR with PR storytelling
- Hyper-personalized media campaigns
- Future job roles in AI-powered PR
- **Case Study:** Fortune 500 companies adopting AI-first PR transformation strategies

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