Big Data in Public Relations Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The rapid evolution of Big Data Analytics, Artificial Intelligence (AI), Social Media Intelligence, Predictive Analytics, Digital Transformation, Sentiment Analysis, and Data-Driven Communications has fundamentally transformed the public relations profession. Modern PR practitioners are no longer limited to traditional media engagement; they are expected to leverage massive volumes of structured and unstructured data to understand stakeholder behavior, monitor brand perception, identify emerging trends, manage reputational risks, and deliver measurable communication outcomes. Organizations worldwide are increasingly adopting real-time analytics, machine learning, audience segmentation, social listening, and data visualization to gain competitive advantages in strategic communications and reputation management.

Big Data in Public Relations Training Course equips communication professionals with practical knowledge and advanced skills in applying Big Data, Business Intelligence, AI-powered PR technologies, digital analytics, customer insights, influencer analytics, crisis intelligence, and communication performance measurement. Participants will learn how to transform raw data into actionable intelligence, optimize stakeholder engagement, predict communication outcomes, and develop evidence-based PR strategies. Through industry case studies, hands-on exercises, and real-world applications, attendees will gain the competencies needed to thrive in today's data-centric communication environment.

Programme Curriculum

Big Data in Public Relations Training Course

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Course Objectives

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

1. Understand the fundamentals of Big Data Ecosystems in public relations.
2. Apply Data-Driven Decision Making in strategic communication planning.
3. Utilize Social Media Analytics to measure brand performance.
4. Conduct advanced Sentiment Analysis for reputation management.
5. Implement AI-Powered Communication Strategies.
6. Develop effective Predictive Analytics Models for PR campaigns.
7. Leverage Social Listening Technologies for stakeholder intelligence.
8. Create impactful Data Visualization Dashboards for executives.
9. Analyze Consumer Behavior Analytics and audience insights.
10. Integrate Machine Learning Applications into communication workflows.
11. Manage communication risks through Crisis Intelligence Analytics.
12. Measure ROI using Performance Analytics and KPIs.
13. Design innovative Digital Transformation Communication Frameworks.

Target Audience

1. Public Relations Managers
2. Corporate Communication Officers
3. Media Relations Specialists
4. Brand and Reputation Managers
5. Marketing and Digital Communication Professionals
6. Government Communication Officers
7. NGO and Development Communication Practitioners
8. Communication Consultants and Agency Executives

Course Modules

Module 1: Introduction to Big Data in Public Relations

- Evolution of data-driven PR
- Big Data concepts and frameworks

- Types of communication data
- Data sources and ecosystems
- PR analytics landscape
- **Case Study:** Global brand transformation through data-driven communications.

Module 2: Big Data Fundamentals and Architecture

- Structured vs unstructured data
- Data warehouses and data lakes
- Cloud-based analytics platforms
- Data governance principles
- Data quality management
- **Case Study:** Enterprise communication data integration project.

Module 3: Social Media Intelligence and Analytics

- Social listening platforms
- Engagement analytics
- Trend detection techniques
- Influencer identification
- Audience behavior tracking
- **Case Study:** Social media monitoring during a product launch.

Module 4: Sentiment Analysis and Reputation Intelligence

- Sentiment measurement techniques
- Natural Language Processing (NLP)
- Reputation scoring models
- Brand perception tracking
- Crisis sentiment monitoring
- **Case Study:** Reputation recovery through sentiment analytics.

Module 5: Artificial Intelligence in Public Relations

- AI-powered communication tools
- Chatbots and virtual assistants
- Generative AI applications
- Automated content optimization
- AI ethics in communications
- **Case Study:** AI-driven stakeholder engagement strategy.

Module 6: Audience Segmentation and Stakeholder Analytics

- Behavioral segmentation
- Demographic analytics
- Stakeholder mapping
- Customer journey analytics
- Persona development
- **Case Study:** Data-driven stakeholder engagement campaign.

Module 7: Predictive Analytics for PR Strategy

- Forecasting communication trends
- Predictive modeling concepts
- Risk prediction techniques
- Campaign outcome forecasting
- Scenario planning
- **Case Study:** Predicting public reaction to policy announcements.

Module 8: Crisis Communication Analytics

- Early warning systems
- Crisis monitoring dashboards
- Real-time intelligence gathering
- Reputation risk assessment
- Crisis response measurement
- **Case Study:** Corporate crisis management using big data.

Module 9: Media Monitoring and Intelligence

- Media tracking methodologies
- News analytics
- Competitive intelligence
- Media impact measurement
- Earned media valuation
- **Case Study:** Measuring media effectiveness during a campaign.

Module 10: Data Visualization for Communication Leaders

- Dashboard design principles
- Executive reporting techniques
- Interactive visualizations
- KPI scorecards
- Storytelling with data
- **Case Study:** Executive communication performance dashboard.

Module 11: Influencer Analytics and Digital Advocacy

- Influencer identification tools
- Influence measurement metrics
- Advocacy network mapping
- Campaign effectiveness analysis
- Digital ambassador programs
- **Case Study:** Influencer-driven brand awareness campaign.

Module 12: Communication Performance Measurement

- PR metrics and KPIs
- ROI measurement frameworks
- Benchmarking techniques
- Impact assessment models
- Outcome evaluation
- **Case Study:** Measuring communication investment returns.

Module 13: Data Privacy, Ethics and Governance

- Data protection regulations
- Ethical data use
- Compliance management
- Cybersecurity considerations
- Responsible AI practices
- **Case Study:** Communication compliance in a regulated industry.

Module 14: Big Data Strategy for Public Relations

- Strategic data planning
- Analytics maturity models
- Data-driven culture development
- Organizational transformation
- Communication innovation frameworks
- **Case Study:** Enterprise-wide communication transformation initiative.

Module 15: Capstone Project and Industry Applications

- End-to-end analytics project
- Data collection and preparation
- Insight generation
- Strategic recommendations
- Executive presentation
- **Case Study:** Development of a complete data-driven PR strategy for a multinational organization.

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

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