

MKT2x: Reputation Management in a Digital World

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Conclusion

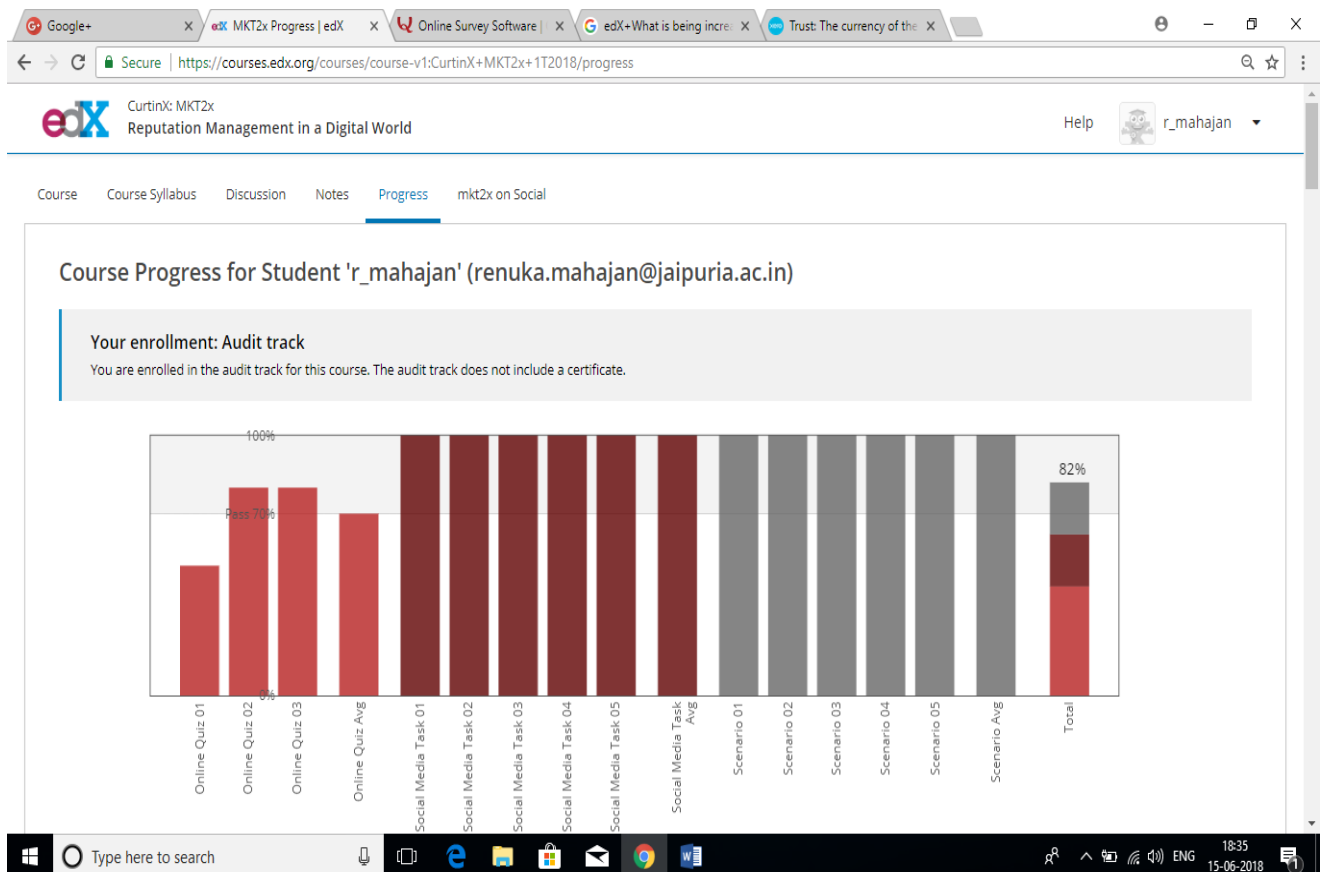
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Congratulations on making it to the end of the course!

Over the past six weeks you have taken a close look at corporate reputation in the digital age. You have had a chance to reflect on your own experiences and to discuss them with your peers – as well as gaining insight into many new case studies. You have worked through the Kalybridge crisis scenario and made some important decisions (as well as facing the consequences).

Now that we've reached the end of the course, let's recap the entire scenario and reflect on what happened throughout the modules.



Course details

Module 1 - Corporate reputation in the digital age

[1.0 - Introduction](#)

No problem scores in this section

[1.1 - Identify what a corporate reputation is and why it is important](#)

No problem scores in this section

[1.2 - Examine how the digital age has affected reputation management](#)

No problem scores in this section

[1.3 - Identify the types of reputational risk that exist online and the difference between an issue and a crisis](#)

No problem scores in this section

[1.4 - References and readings](#)

No problem scores in this section

[Assessment - Scenario Checkpoint 1](#) 1 of 1 possible points(1/1) 100%

Kalybridge Scenario

Problem Scores: 1/1

[Assessment - Social Media Task 1](#) 1 of 1 possible points(1/1) 100%

Social Media Task

Problem Scores: 1/1

Module 2 - Reputation and participatory culture

[2.0 - Introduction](#)

No problem scores in this section

[2.1 - Explain what participatory culture is and why it is important](#)

No problem scores in this section

[2.2 - Utilise the audience as co-creator of the story and brand](#)

Practice Scores: 0/0

[2.3 - Recommend ways in which to build a strong participatory culture](#)

No problem scores in this section

[2.4 - References and readings](#)

No problem scores in this section

[Assessment - Scenario Checkpoint 2](#) 1 of 1 possible points(1/1) 100%

Kalybridge Scenario

Problem Scores: 1/1

[Assessment - Social Media Task 2](#) 1 of 1 possible points(1/1) 100%

Social Media Task

Problem Scores: 1/1

[Assessment - Online Quiz 1](#) 5 of 10 possible points(5/10) 50%

Online Quiz

Problem Scores:0/1 1/1 0/1 0/1 1/1 0/1 1/1 1/1 1/1 0/1

Module 3 - How online has changed the media cycle

[3.0 - Introduction](#)

No problem scores in this section

[3.1 - Who is "the media"?](#)

No problem scores in this section

[3.2 - Can you separate online and offline reputation?](#)

No problem scores in this section

[3.3 - References and readings](#)

No problem scores in this section

[Assessment - Scenario Checkpoint Task 3](#) 1 of 1 possible points(1/1) 100%

Kalybridge Scenario

Problem Scores: 1/1

[Assessment - Social Media Task 3](#) 1 of 1 possible points(1/1) 100%

Social Media Task

Problem Scores: 1/1

Module 4 - Managing reputation online

[4.0 - Introduction](#)

No problem scores in this section

[4.1 - Reputation formation](#)

No problem scores in this section

[4.2 - Demonstrate how to protect a reputation in times of adversity](#)

No problem scores in this section

[4.3 - Monitor your reputation, act on issues and mitigate risk](#)

No problem scores in this section

[4.4 - References and readings](#)

No problem scores in this section

[Assessment - Scenario Checkpoint Task 4](#) 1 of 1 possible points(1/1) 100%

Kalybridge Scenario

Problem Scores:

[Assessment - Social Media Task 4](#) *1 of 1 possible points(1/1) 100%*

Social Media Task

Problem Scores: 1/1

[Assessment - Online Quiz 2](#) *8 of 10 possible points(8/10) 80%*

Online Quiz

Problem Scores: 1/1 1/1 0/1 1/1 1/1 1/1 1/1 1/1 1/1 0/1

Module 5 - Protecting a reputation: when it goes wrong, crisis response

[5.0 - Introduction](#)

No problem scores in this section

[5.1 - Identify ways to embrace online negativity/criticism](#)

No problem scores in this section

[5.2 - Explain how to respond to a crisis online](#)

No problem scores in this section

[5.3 - Debrief after a crisis and evaluate your response](#)

No problem scores in this section

[5.4 - References and readings](#)

No problem scores in this section

[Assessment - Scenario Checkpoint Task 5](#) *1 of 1 possible points(1/1) 100%*

Kalybridge Scenario

Problem Scores: 1/1

[Assessment - Social Media Task 5](#) *1 of 1 possible points(1/1) 100%*

Social Media Task

Problem Scores: 1/1

Module 6 - Towards best practice reputation management

[6.0 Introduction](#)

No problem scores in this section

6.1 - Examine how ethics relates to corporate reputation

No problem scores in this section

6.2 - Articulate how to be authentic and speak 'beyond the corporate voice'

No problem scores in this section

6.3 - Compare best practice in building a sustainable corporate brand online

No problem scores in this section

6.4 - References and readings

No problem scores in this section

Assessment - Online Quiz 3 8 of 10 possible points(8/10) 80%

Online Quiz

Problem Scores: 0/1 0/1 1/1 1/1 1/1 1/1 1/1 1/1 1/1 1/1