

Electronic signature	IP address	Date Time
i5j6s9	197.239.12.17	7/1/2023 3:43:00 PM

Questions/Answers

Q 1) I hereby affirm that I have viewed the class "Earned Media & its key Role in Brand Management" in its entirety. I have already or will shortly complete 1 to 2 hours of self study, research, reading, reflection and/or application of the concepts/skills presented using the AIU online library or other mediums.

A 1) Yes

Q 2) Provide a short summary of the concepts or topics you learned about today" (minimum 300 characters)

A 2) Public Relations generally refers to a state of well being between an Organization or any Organ of the Government and the community. Public Relations goes hand in hand with Media and there are three main types of Media i.e owned media, paid media and Earned media. As per the discussion, owned media is at type of media like social media example Facebook, Whatsapp, Twitter etc. Paid Media; These are like News papers, advertisement etc. Here the company meet up the cost so that the information about the company spread to the community. And lastly, Earned media; This is the type of media which is not paid for instead People or other Organizations or company pay for like magazines, research data etc. Still on earned media there are types of Earned media like word of mouth, event coverage, influencer review, podcast and pitching, Guest review, Expert interviews etc.

Q 3) What is the most important concept(s) that you gained for today's Live Class? (minimum 300 characters)

A 3) I have come to realize that media is key for the running of an Organization or business particularly on information flow. Not only do media advertises the organization but also bring earnings or money to the Organization according to the discussion. Owned media, Paid media and Earned media all market the Organization and bring more customers .

Q 4) How would you apply what you learn today to improve your life of work? (minimum 300 characters)

A 4) First and foremost, I need to put in to practice the use of social media like Facebook, Whatsapp, Twitter, TikTok, Telegram etc Secondly, news papers, posters display, radio and TV advertisement and lastly Billboard and Street Videos advertisement are so important for marketing the organization. Lastly, Sale of important research data help market the Organization.

Q 5) Independent Research: AIU Live Classes are a starting point for further learning beyond the class. Search similar content either online or in the AIU online library and review it then share the name or link here (can be a video, academic publication, web site. lecture or book (minimum 10 characters)

A 5) <https://www.titangrowth.com>