

# COURSE DETAIL

## ENGAGING AUDIENCES

**Country**

Australia

**Host Institution**

University of New South Wales

**Program(s)**

University of New South Wales

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Film & Media Studies

**UCEAP Course Number**

18

**UCEAP Course Suffix****UCEAP Official Title**

ENGAGING AUDIENCES

**UCEAP Transcript Title**

ENGAGING AUDIENCES

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines the core of persuasive communications: the ability to reach a deep understanding of the people you are communicating with. This means listening, thinking critically, and asking the right questions. Who are they? Where are they? What do they desire? What keeps them awake at night? How do they make sense of the world? These questions are the building blocks for crafting the insightful campaigns that transform a clients' problem into a strategic and creative public relations or advertising solution. To answer them you need the right tools to understand and analyze consumers, publics, and media audiences.

### Language(s) of Instruction

English

### Host Institution Course Number

MDIA1008

### Host Institution Course Title

ENGAGING AUDIENCES

### Host Institution Course Details

[https://acoa.ada.unsw.edu.au/downloads/outlines/MDIA1008\\_2023\\_T1.pdf](https://acoa.ada.unsw.edu.au/downloads/outlines/MDIA1008_2023_T1.pdf)

### Host Institution Campus

### Host Institution Faculty

School of the Arts and Media

### Host Institution Degree

### Host Institution Department

### Course Last Reviewed

2022-2023

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