

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 Campus

Host Institution Faculty

School of the Arts and Media

Host Institution Degree

Host Institution Department

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