

COURSE DETAIL

INTRODUCTION TO STRATEGIC COMMUNICATION

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO STRATEGIC COMMUNICATION

UCEAP Transcript Title

STRATEGIC COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course introduces the theories and practices of strategic communication, in the broader context of how NGOs, public relations firms, and other advocates seek to influence public opinion. Through readings, discussions, case studies and writing exercises, the course presents how to apply the methods these organizations use to build public awareness of their mission and brand. Students develop a comprehensive strategic communication plan, employing multiple media, for a local NGO.

Language(s) of Instruction

English

Host Institution Course Number

JMSC2021

Host Institution Course Title

INTRODUCTION TO STRATEGIC COMMUNICATION

Host Institution Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Journalism & Media Studies

Course Last Reviewed

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