

# 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 Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Journalism & Media Studies

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