

# COURSE DETAIL

## INSTITUTIONAL INFORMATION

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

136

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

INSTITUTIONAL INFORMATION

**UCEAP Transcript Title**

INSTITUTIONAL INFO

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course provides a study on corporate communication, the role of strategic communication, communication in the transmedia environment, and digital marketing techniques. Other topics covered include: relationship with the media; internal communication; corporate visual identity; corporate social responsibility; political communication; crisis communication. Students are expected to have completed previous coursework on journalism.

**Language(s) of Instruction**

English

**Host Institution Course Number**

13287

**Host Institution Course Title**

INFORMACIÓN INSTITUCIONAL

**Host Institution Course Details**

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=212&asig=13287&idioma=2&anio=2...>

**Host Institution Campus**

GETAFE

**Host Institution Faculty**

Facultad de Humanidades, Comunicación y Documentación.

**Host Institution Degree**

Grado en Periodismo

**Host Institution Department**

Departamento de Comunicación

**Course Last Reviewed**

2024-2025

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