

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 Campus

GETAFE

Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación.

Host Institution Degree

Grado en Periodismo

Host Institution Department

Departamento de Comunicación

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