

COURSE DETAIL

COMMUNICATIONS OFFICES

Country

Spain

Host Institution

University of Barcelona

Program(s)

University of Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

COMMUNICATIONS OFFICES

UCEAP Transcript Title

COMM OFFICES

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of communications and public relations offices as well as the importance of information management. Topics include: power of image and the new business communication model; the direction of communication; the press office and the people in charge of the press; crisis communication; monitoring, analysis, and measurement of results; new trends and technologies; the online communication department.

Language(s) of Instruction

Spanish

Host Institution Course Number

363969

Host Institution Course Title

COMMUNICATIONS OFFICES

Host Institution Campus

Facultad de Filología y Comunicación, Edificio Histórico, Plaça Universitat

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Departamento de Filología Hispánica, Teoría de la Literatura y Comunicación

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