

COURSE DETAIL

SOCIAL MEDIA IN COMMUNICATION MANAGEMENT

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MEDIA IN COMMUNICATION MANAGEMENT

UCEAP Transcript Title

SOCIAL MEDIA COMM

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The focus of this course is on the dynamics and management of social media and how it has changed communication management, especially in the fields of public relations and advertising. Topics examined include the impact of digital influence, the relationship between traditional and social media, social media trends, pitfalls in the use of social media, management and evaluation of social media, the future of social media and the “internet of things”. This course also touches on current issues affecting the industry due to the rise of social media and the resultant implications for both industry and society.

Language(s) of Instruction

English

Host Institution Course Number

NM2203

Host Institution Course Title

SOCIAL MEDIA IN COMMUNICATION MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

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