

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

Communications & New Media

**Course Last Reviewed**

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