COURSE DETAIL

DIGITAL STRATEGIC COMMUNICATION
Country Denmark
Host Institution University of Copenhagen
Program(s) University of Copenhagen
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title DIGITAL STRATEGIC COMMUNICATION
UCEAP Transcript Title DIGITL STRATGC COMM
UCEAP Quarter Units 12.00
UCEAP Semester Units 8.00

Course Description

This course provides an introduction to theories of strategic and practical communication and organizational analysis in preparation of communication campaigns and other limited communication efforts with strategic purposes. Topics include crisis communication, organizational communication, communication and change, stakeholders, content strategies, social media, online communication, media and media choice, cross-media, transmedia, storytelling and strategic writing, visual communication, and branding. Throughout the course, students work with self-selected cases and concrete analyses of communication efforts and campaigns.

Language(s) of Instruction
English

Host Institution Course Number
HFMB10072U

Host Institution Course Title
DIGITAL STRATEGIC COMMUNICATION

Host Institution Course Details
https://kurser.ku.dk/course/hfmb10072u/2024-2025

Host Institution Campus

Host Institution Faculty
Humanities

Host Institution Degree
Bachelor

Host Institution Department
Communication

Course Last Reviewed
2024-2025

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