

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 Campus

Host Institution Faculty

Humanities

Host Institution Degree

Bachelor

Host Institution Department

Communication

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