COURSE DETAIL

COMMUNICATION FOR SOCIAL CHANGE
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Sociology Communication
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title COMMUNICATION FOR SOCIAL CHANGE
UCEAP Transcript Title COMM/SOCIAL CHANGE
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides a study of contemporary mass communication theories and models used for social change. Students explore the process of communication planning and learn how to effectively plan and design communication materials used for social and behavioral change. It includes an analysis of current and past communication campaigns that have utilized the theories and models covered in this course.

Language(s) of Instruction
English

Host Institution Course Number
SPD 417/318

Host Institution Course Title
COMMUNICATION FOR SOCIAL CHANGES

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Social Policy & Development

Course Last Reviewed

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