

## 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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