

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 CHANGE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social Policy & Development

[Print](#)