

COURSE DETAIL

STRATEGIC COMMUNICATION

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

114

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC COMMUNICATION

UCEAP Transcript Title

STRATEGIC COMM

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course is an introduction to the basic content of strategic communication of various organizations (local, global, business, social) in China. Based on the theoretical viewpoints and constituent elements in the fields of strategic management, public relations, organizational communication and marketing communication, this course introduces the core ideas, viewpoints, components, subject nature of the new research direction of strategic communication, and emphasizes its development in China.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130209

Host Institution Course Title

STRATEGIC COMMUNICATION

Host Institution Campus

Host Institution Faculty

Liu Jingfang

Host Institution Degree

Host Institution Department

Journalism

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