

COURSE DETAIL

STRATEGIC ORGANIZATIONAL COMMUNICATION

Country

France

Host Institution

Sciences Po Lyon

Program(s)

University of Lyon

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Political Science Communication

UCEAP Course Number

118

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC ORGANIZATIONAL COMMUNICATION

UCEAP Transcript Title

ORGANIZATIONAL COMM

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores the question of strategic communication within and between commercial and political organizations from an interactionist perspective. The first part of the course analyzes communication techniques that present information both in commercial and non-commercial situations. The course examines which factors determine the ability to formulate and disseminate a message. The course then studies the fundamental principles of marketing by analyzing the effects of various media through which strategic communication takes place. Among other mediums, the course considers direct marketing, public relations, sponsorship (individual and collective), and the Internet.

Language(s) of Instruction

French

Host Institution Course Number

Host Institution Course Title

COMMUNICATION DES ORGANISATIONS

Host Institution Campus

SCIENCES PO LYON

Host Institution Faculty

Host Institution Degree

Host Institution Department

SCIENCES PO LYON

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