COURSE DETAIL

STRATEGIC COMMUNICATION: CONCEPTS
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title STRATEGIC COMMUNICATION: CONCEPTS
UCEAP Transcript Title STATEGIC COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course covers essentials of strategic thinking and management, and key elements of strategic communication management including research, action, communication and evaluation. The topics covered in class include: role of research in strategic communication management; situation analysis: analyzing the organization and the issue, issue tracking, analyzing the public; writing and clarifying the problem/opportunity statement;-developing source strategies; theories of persuasion; selecting tactics; and media relations.

Language(s) of Instruction
English

Host Institution Course Number
NM3232

Host Institution Course Title
STRATEGIC COMMUNICATION: CONCEPTS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Communications & New Media

Course Last Reviewed

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