

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

STRATEGIC 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 Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Communications & New Media

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