COURSE DETAIL

MEDIA AND BUSINESS
Country Japan
Host Institution Hitotsubashi University
Program(s) Hitotsubashi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) International Studies Communication Business Administration
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title MEDIA AND BUSINESS
UCEAP Transcript Title MEDIA & BUSINESS
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course aims to highlight the importance of communication with stakeholders and an understanding of public relations methods. The course utilizes various media to acquire basic knowledge of effective public relations.

Communication is the key to any organization’s success. With the diversification of societal needs and business environment, it is crucial for companies to implement an effective public relations strategy as part of their management strategy and to build a trust-based relationship with stakeholders. For effective public relations/corporate communications, companies need to understand mass media and social media, with the latter receiving considerable attention from the business world as a direct and fast-acting communication channel with their high-priority stakeholders.

Language(s) of Instruction
English

Host Institution Course Number
HU-C714-A-00

Host Institution Course Title
JAPANESE BUSINESS C: MEDIA AND BUSINESS

Host Institution Course Details
https://cels.hit-u.ac.jp/campusweb/campussquare.do?_flowExecutionKey=_c2A148DEA...

Host Institution Campus
Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Education Program

Course Last Reviewed
2022-2023

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