

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

MEDIA AND BUSINESS

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Education Program

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