COURSE DETAIL

SUSTAINABILITY AND ENVIRONMENTAL COMMUNICATION
Country Denmark
Host Institution Aarhus University
Program(s) Aarhus University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 151
UCEAP Course Suffix
UCEAP Official Title SUSTAINABILITY AND ENVIRONMENTAL COMMUNICATION
UCEAP Transcript Title SUSTAIN&ENVR COMM
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

This course enables students to work strategically with sustainability and environmental communication in organizations. It introduces key theoretical approaches of special relevance to the topics of environment and sustainability and applies these in order to critically analyze and assess how organizations use communication both to develop a sense of self in relation to the topic of sustainability and to engage in the public space. Students learn to understand, explain, and use discourses as a strategic and tactical resource in order to establish and put credible messages into perspective which may affect the views and opinions of various target groups in relation to the important themes related to sustainability and the environment. The course addresses current practical issues by focusing on the approaches to sustainability and environmental communication that companies, NGOs, mass media, and political organizations use when they enter into dialogue with different stakeholders, including customers, government agencies and institutions, and the general public.

Language(s) of Instruction
English

Host Institution Course Number
136191U004

Host Institution Course Title
SUSTAINABILITY AND ENVIRONMENTAL COMMUNICATION

Host Institution Course Details
https://kursuskatalog.au.dk/en/course/116918/Sustainability-and-environmental-c…

Host Institution Campus

Host Institution Faculty
Arts

Host Institution Degree

Bachelor

Host Institution Department
School of Communication and Culture

Course Last Reviewed
2022-2023

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