

COURSE DETAIL

ENVIRONMENTAL COMMUNICATION AND BEHAVIOR

Country

Netherlands

Host Institution

Utrecht University

Program(s)

Utrecht University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Environmental Studies

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

ENVIRONMENTAL COMMUNICATION AND BEHAVIOR

UCEAP Transcript Title

ENVIROCOMM&BEHAVIOR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course reviews different types of environmental behaviors, the drivers of such behaviors, and how communication strategies can stimulate pro-environmental behavior. Analyzing and evaluating existing campaigns in the field of sustainability and designing their campaigns to change environmental behavior on campus for a real-world client is applied.

Language(s) of Instruction

English

Host Institution Course Number

GEO2-2429

Host Institution Course Title

ENVIRONMENTAL COMMUNICATION AND BEHAVIOR

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Geosciences

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