

# 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 BEHAVIOUR

## Host Institution Course Details

<https://osiris-student.uu.nl/#/onderwijscatalogus/extern/cursus>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Geosciences

## Course Last Reviewed

2023-2024

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