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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