COURSE DETAIL

SOCIAL MARKETING COMMUNICATION
Country Denmark
Host Institution Aarhus University
Program(s) Aarhus University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title SOCIAL MARKETING COMMUNICATION
UCEAP Transcript Title SOCIAL MARKTNG COMM
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

This course introduces students to the distinct communication activities related to social marketing, including the practice of achieving societal change for the benefit of the greater social good through the integration of commercially inspired skills and tools with other approaches. Sustainability, diversity, health, and community development have all become global societal concerns. Social marketing communication is therefore a much-needed individual and organizational proficiency for popularizing these concerns in a credible manner and for inferring voluntary behavioral changes among specific target audiences. The course provides relevant theoretical insights within social marketing communication, cause-related marketing communication, and commercial marketing communication. It also develops expertise in employing analytical tools belonging to narrative and discourse studies for working with and developing social marketing communication materials across various media.

Language(s) of Instruction
English

Host Institution Course Number
132191U003

Host Institution Course Title
SOCIAL MARKETING COMMUNICATION

Host Institution Course Details
https://kursuskatalog.au.dk/en/course/127788/Social-Marketing-Communication

Host Institution Campus
Aarhus

Host Institution Faculty
Arts

Host Institution Degree

Bachelor

Host Institution Department
School of Communication and Culture

Course Last Reviewed
2024-2025

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