

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 Campus

Aarhus

Host Institution Faculty

Arts

Host Institution Degree

Bachelor

Host Institution Department

School of Communication and Culture

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