

# 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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