COURSE DETAIL

INTERNATIONAL PUBLIC RELATIONS
Country Spain
Host Institution University of Barcelona
Program(s) University of Barcelona
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 135
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL PUBLIC RELATIONS
UCEAP Transcript Title INTL PUBLIC RELATNS
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course focuses on international public relations as a form of strategic communication to create and maintain beneficial connections between an organization (corporation, NGO, or government agency) and its audience in other countries. It explores the functions of international public relations and the techniques used to achieve strategic goals based on the objectives and needs of each case. This courses analyzes the conceptual factors of an organization's environment in different countries that impact public relations activities.

Language(s) of Instruction
English

Host Institution Course Number
290569

Host Institution Course Title
INTERNATIONAL PUBLIC RELATIONS

Host Institution Course Details
https://www.eh.ub.edu/repositori/programas/giga/290569_es.pdf

Host Institution Campus
Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department
Estudios Hispánicos

Course Last Reviewed
2023-2024

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