

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 course 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 Campus

Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department

Estudios Hispánicos

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