

# 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 Course Details**

[https://www.eh.ub.edu/repositori/programas/giga/290569\\_es.pdf](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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