

# COURSE DETAIL

## SOCIAL MEDIA STRATEGY

**Country**

Spain

**Host Institution**

University of Barcelona

**Program(s)**

University of Barcelona

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

127

**UCEAP Course Suffix****UCEAP Official Title**

SOCIAL MEDIA STRATEGY

**UCEAP Transcript Title**

SOC MEDIA STRATEGY

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course focuses on skills to design and execute communication plans using social media. It explores the social, political, and economic impact of social media on public relations and strategic communication. It also discusses how social media, as part of the internet, affects private companies, governmental and non-governmental organizations, and people's daily lives.

## Language(s) of Instruction

English

## Host Institution Course Number

290568

## Host Institution Course Title

SOCIAL MEDIA STRATEGY

## Host Institution Campus

Campus Plaça Universitat

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Estudios Hispánicos

[Print](#)