

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 Course Details

https://www.eh.ub.edu/repositori/programas/giga/290568_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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