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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