

COURSE DETAIL

SOCIAL MEDIA STRATEGY

Country

Spain

Host Institution

University of Barcelona

Program(s)

UB Barcelona Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MEDIA STRATEGY

UCEAP Transcript Title

SOCL MEDIA STRATEGY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

In this course, students develop strategic thinking skills to create and implement effective communication plans on social media. Students learn social media theory and innovative methodologies to understand the social, political, and economic impact of digital media on strategic communication and public relations. Topics include mastering key strategies to enhance the digital presence of businesses, governments, and NGOs, learning to analyze the impact of social media in everyday life and the professional sphere, and becoming an expert in digital communication.

Language(s) of Instruction

English

Host Institution Course Number

290585

Host Institution Course Title

SOCIAL MEDIA STRATEGY

Host Institution Campus

Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department

Estudios Hispánicos

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