# COURSE DETAIL

| SOCIAL MEDIA STRATEGY |
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| **Country**<br>Spain |
| **Host Institution**<br>University of Barcelona |
| **Program(s)**<br>UB Barcelona Summer |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Communication |
| **UCEAP Course Number**<br>115 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>SOCIAL MEDIA STRATEGY |
| **UCEAP Transcript Title**<br>SOCL MEDIA STRATEGY |
| **UCEAP Quarter Units**<br>5.00 |
| **UCEAP Semester Units**<br>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 Course Details**
https://www.eh.ub.edu/en/spanish-business-course/social-media-strategy-summer/

**Host Institution Campus**
Campus Plaça Universitat

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Estudios Hispánicos

**Course Last Reviewed**
2025-2026

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