

COURSE DETAIL

PRINCIPLES OF COMMUNICATION MANAGEMENT

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

121

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF COMMUNICATION MANAGEMENT

UCEAP Transcript Title

COMM MANAGEMENT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This class introduces the field of public relations (communication management) and the organizational, societal, and legal contexts in which it takes place. The course emphasizes ethics, social responsibility, the role of mass communication in the formation of public opinion, the role of organizational communication in a democracy, the global practices of communication management, and major influences that affect organizational behavior.

Language(s) of Instruction

English

Host Institution Course Number

NM2219

Host Institution Course Title

PRINCIPLES OF COMMUNICATION MANAGEMENT

Host Institution Course Details

<https://nusmods.com/courses/NM2219/principles-of-communication-management>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

Course Last Reviewed

2025-2026

[Print](#)