

COURSE DETAIL

STRATEGIC COMMUNICATION RESEARCH

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

137

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC COMMUNICATION RESEARCH

UCEAP Transcript Title

STRATEGIC COMM RSRC

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course covers research methods that evaluate the effectiveness of not only traditional persuasion strategies but also new forms of strategic communication using entertainment such as narratives and games. Through subsequent projects, students develop research planning and execution skills that can be applied to commercial campaigns or public campaign realities.

Topics include Strategic communication in contemporary organizations, Concepts of strategy, Planning, Research and measurement, Stakeholder management and engagement, Media, Branding, Identity, Crises communications, Ethics and CSR.

Language(s) of Instruction

English

Host Institution Course Number

JMCO448

Host Institution Course Title

STRATEGIC COMMUNICATION RESEARCH

Host Institution Course Details

<https://sugang.korea.ac.kr/>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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