

COURSE DETAIL

SOCIAL MARKETING AND CAMPAIGNS

Country

Chile

Host Institution

Pontifical Catholic University of Chile

Program(s)

Pontifical Catholic University of Chile

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MARKETING AND CAMPAIGNS

UCEAP Transcript Title

SOCIAL MRKET & CAMP

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

In this course, students will design a social campaign using social marketing principles. Topics covered will include: target audience research, segmentation strategies, communication channels, and a social marketing mix incorporating behavioral theories.

Language(s) of Instruction

Spanish

Host Institution Course Number

COM508-1

Host Institution Course Title

MARKETING SOCIAL Y CAMPAÑAS

Host Institution Course Details

https://catalogo.uc.cl/index.php?tmpl=component&option=com_catalogo&view=progra...

Host Institution Campus

San Joaquin

Host Institution Faculty

Facultad de comunicaciones

Host Institution Degree

Publicidad

Host Institution Department

Departamento de Publicidad y Comunicación Estratégica

Course Last Reviewed

2025-2026

[Print](#)