

COURSE DETAIL

STRATEGIC COMMUNICATION IN SOCIETY

Country

Australia

Host Institution

University of Technology Sydney

Program(s)

University of Technology Sydney

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

52

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC COMMUNICATION IN SOCIETY

UCEAP Transcript Title

STRAT COMM IN SOC

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines strategic communication within the professional sphere, focusing on its role in public discourse. It explores how strategic communication, public relations, and advertising function across not-for-profit, commercial, and government sectors. The curriculum emphasizes ethics, persuasion, and understanding diverse audiences and their communication preferences. It covers the impact of media on public perception and societal outcomes, with a particular focus on responsible engagement with Indigenous Australian communities.

Language(s) of Instruction

English

Host Institution Course Number

52661

Host Institution Course Title

STRATEGIC COMMUNICATION IN SOCIETY

Host Institution Course Details

<https://coursehandbook.uts.edu.au/subject/2026/52661?offering=City+campus-Autum...>

Host Institution Campus

City

Host Institution Faculty

Arts and Social Sciences

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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