

CO 235 : Strategic Communication and Social Media

This course examines how recent advances in information technology and online social networking provide opportunities as well as challenges for those who practice and research strategic communication. Issues covered in this course will include ways that various organizations (corporate, governmental, and non-profit) strategically identify key audiences, effectively create and share social media content, evaluate social media-based strategic communication initiatives, and use social media to improve their image and brand. Students will also learn about the significant changes in strategic communication approaches brought about by the networked information society. This course combines theoretical and hands-on approaches to these issues. Additionally, in conjunction with the theoretical understandings of social media, students will study and use different social media applications throughout the course.

Credits 4.0