

COURSE DETAILS

15307 Laws and Ethics for Communication in Digital Era

(6 credits)

Course Learning Outcomes

1. To understand the definitions, concepts, and importance of laws for media professionals.
2. To demonstrate knowledge of laws, the codes of conduct, morality and ethics for media professionals.
3. To understand regulations for media and media entrepreneurship in the digital era.
4. To discuss laws, regulations, and codes of conduct enforcement for media and media entrepreneurship in the digital era.

Course Description

This course introduces concepts about the laws, regulations, the codes of conduct, and ethics for media professionals including regulations for media entrepreneurship. Topics include the law of copyright, consumer protection, intellectual property, and innovation in communication for media professionals and entrepreneurship in the digital era.

15336 Strategic Management in Corporate Communication Innovation

(6 credits)

Course Learning Outcomes

1. To gain knowledge of concepts and tools of corporate communications.
2. To acquire knowledge of stakeholder relationship management and corporate communication measurement.
3. To understand strategies of innovative management for corporate communication.
4. To understand communication management for corporate image.
5. To be able to build a communication campaign related to innovation for corporate communication.

Course Description

This course provides fundamental knowledge of management in corporate communication and its tools. The topics include building the corporate image, risk management, issue management, crisis management, stakeholder management, technology use for communication, and corporate communication measurement. Students also learn how to build a corporate communication campaign.

16353 Marketing Communication in Digital Era

(6 credits)

Course Learning Outcomes

1. To acquire knowledge of concepts of marketing and marketing communication in the digital era.
2. To understand the concepts of consumer behavior in the digital era.
3. To understand how to use marketing communication tools in the digital era.
4. To understand and be aware of ethics and consumer protection concepts in the digital era.
5. To develop an integrated strategic marketing communication plan in the digital era.

Course Description

This course covers principles of marketing communication related to business and society (e.g., social marketing). The topics include marketing analysis, target customers, psychological factors that affect consumer behavior, marketing communication research, brand communication, brand image, strategies, and tools for marketing communication (e.g., advertising, public relations, and sales promotion). Students also learn how to develop an integrated strategic marketing communication plan, concepts of event marketing, ethics and consumer protection, and technology for marketing communication.

16455 Creative Content and Streaming**(6 credits)*****Course Learning Outcomes***

1. To demonstrate skills of analysis of data and factors related to creating creative content and streaming.
2. To demonstrate knowledge of conveying ideas to produce creative content and streaming.
3. To develop expertise to create content via various communication platforms in the digital domain.
4. To carry out the skills to build communication campaigns in the digital era.

Course Description

This course covers concepts of conveying ideas to create creative content. The topics include consumer behavior analysis to apply for content production and presentation (e.g., storytelling, viral videos, and short films). Other emphases include advanced technology use for new career opportunities and live streaming. Students also learn and practice how to create content and streaming via various communication platforms, including build a communication campaign.

16466 Media Entrepreneur in Digital Era**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge of concepts of media entrepreneurship in the digital era.
2. To demonstrate skills of designing and making a management plan for media entrepreneurship.
3. To build a project related to media entrepreneurship.

Course Description

This course covers concepts, types, and evolution, and data analysis for being a media entrepreneur. This course also offers the concepts and strategies for creating start-ups and selling products through online platforms including streaming. Students also learn the principles and strategies for media and corporate management (e.g., structure, mission statements, human resources, finance, and technology), as well as how to build a project related to media entrepreneurship in the digital era.

Last update: 18-July-2023