

Communication for Development & Social Leaders

Course code: COMM 3100

Total contact hours: 48 hours

Pre-requisite: None

Course Overview

This course will introduce the student to the field of Communication for Development (C4D), a participatory process that applies communications tools to support behavior change in society.

The student will learn through a dynamic methodology the five steps to build strategies focused on C4D that promote lasting impact and sustained behavior change.

The course emphasizes analysis, strategic design, development/testing, implementation and monitoring, and evaluation to design new campaigns. The student will develop communications, research, behavior change, and evaluation skills.

C4D is a method utilized by international organisms and non-governmental organizations to build new projects and campaigns, for example, United Nations.