Literature for KOMC13, Strategic Communication: Public Relations and Social Media applies from autumn semester 2015

Literature established by the board of the Department of Strategic communication on 2015-03-17 to apply from 2015-09-01


An article compendium on online public relations, corporate reputation and social media platforms is added to the literature (approx. 100 pages). In addition, students are required to find literature adapted to central issues related to the essay (approx. 200 pages).