Literature for KOMC26, Strategic Communication: Strategic Communication and Public Relations in Digital Media applies from autumn semester 2019

Literature established by the board of the Department of Strategic communication on 2019-05-07 to apply from 2019-06-01

Module 1: Strategic Communication and Digital Media - Culture and Society, 7,5 credits


An article compendium on convergence culture, digital media and strategic communication is added to the reading list [150 pages].

Total number of pages for module 1: 1197.

Module 2: Contemporary Public Relations, 7,5 credits


An article compendium on public relation is added to the reading list [app. 200 pages].

Total number of pages for module 2: approx. 1245 pages.

Total number of pages: ca 2450.