

CMDC 622. CURRENT TRENDS IN MULTILINGUAL DIGITAL COMMUNICATION.

Credits: 3

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

Description

Theoretical and practical examination of the principles, techniques and challenges of digital communication in a multilingual global context. Study of the role of digital communication in integrated communications including advertising, public information and public relations, social media and content marketing. Review of the use of content management systems and marketing automation tools. Overview of digital communication channels and platforms for different locales, and outline of the content created for each. Analysis of the role and use of machine translation and other artificial intelligence (AI)-driven applications in the creation and management of integrated digital communications in multiple languages.

- Restriction(s): Open only to students enrolled in the M.Sc.(Applied) in Multilingual Digital Communication; Non-Thesis program.
- 1. Course is online, with instructor led, live-online sessions and asynchronous work.

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