

# CMDC 646. GLOBAL DIGITAL COMMUNICATION AND LOCALIZATION STRATEGIES.

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Credits: 3

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

## Description

Study and application of the analytical frameworks for strategic communication in a global context to outline a global communications plan that includes a localization strategy. Analysis of key concepts including globalization, internationalization, localization, translation and transcreation. Analysis of culture-specific content localization for different locales, as well as key considerations regarding technologies and channels, content and engagement, access, and usability of a product or service across cultures.

- 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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