

COMM 3580: Strategic Communication & Pandemics

Online Course **Open to All** University of Utah Undergraduates

Course Description:

COMM 3580 will focus on how brands are strategically navigating the pandemic. Each week, Dr. Jensen will identify one or more brands that are making moves during the pandemic, and teach both the strategic thinking and relevant history of those brands.



Professor:

Professor Jakob D. Jensen is an expert in the design and evaluation of strategic communication. His research is funded by the National Institutes of Health, the National Cancer Institute, and the COVID seed grant program.

