MAC429: Behavioural Change in Communication (2 Units)

Department of Mass Communication

Covenant University
1. MAC429

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The objective of this course is to introduce the student to the theory and practice of behavioural change communication. The course examines: theories and models of behavioural change, key approaches to behavioural change, approaches aimed at the individual level, behavioural change, information, education and communication (IEC); and community level interventions. Major BCC campaign in Nigeria shall also be examined. The student is expected to design a hypothetical BCC campaign as part of this course.