

COURSE DETAIL

INTRODUCTION TO ADVERTISING

Country

Brazil

Host Institution

Pontifical Catholic University of Rio de Janeiro

Program(s)

Pontifical Catholic University of Rio de Janeiro

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO ADVERTISING

UCEAP Transcript Title

INTRO ADVERTISING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides an introduction to the characteristics and operations of the advertising market. Topics include: concepts and definitions of publicity and advertising; political, social, and economic context of advertising; elements of the advertising system-- agencies, advertisers, brokers, carriers and suppliers; agency structure and advertising departments; history of advertising in Brazil.

Language(s) of Instruction

Portuguese

Host Institution Course Number

COM 1261

Host Institution Course Title

INTRODUCTION TO ADVERTISING

Host Institution Campus

PUC-Rio

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Departamento de Comunicação Social

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