

COURSE DETAIL

HISTORY OF ADVERTISING

Country

France

Host Institution

University of Bordeaux

Program(s)

University of Bordeaux

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

HISTORY OF ADVERTISING

UCEAP Transcript Title

HIST OF ADVERTISING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course studies the history of publicity and its influence on society, business, politics, and popular culture. The course also looks at the evolution of communications methods.

Language(s) of Instruction

French

Host Institution Course Number

LSI2M62

Host Institution Course Title

HISTOIRE DE LA PUBLICITÉ

Host Institution Campus

UNIVERSITÉ BORDEAUX MONTAIGNE

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

Information Communication

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