COURSE DETAIL

2.00

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	

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 Course Details

Host Institution Campus

UNIVERSITÉ BORDEAUX MONTAIGNE

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Communication

Course Last Reviewed

Print