

# COURSE DETAIL

## PROMOTION, PROPAGANDA AND EXPRESSION

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

141

**UCEAP Course Suffix****UCEAP Official Title**

PROMOTION, PROPAGANDA AND EXPRESSION

**UCEAP Transcript Title**

PROMO/PROPGNDA&EXPR

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course is for students majoring in advertising to understand the history and practice of how to carry out commercial promotion, political and military propaganda through the study of modern art, graphic design, and film and television artistic expression, and to master theoretical analysis and criticism ability.

### Language(s) of Instruction

Chinese

### Host Institution Course Number

JOUR130241

### Host Institution Course Title

PROMOTION, PROPAGANDA AND EXPRESSION

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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