

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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

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