

COURSE DETAIL

ADVERTISING SERVICES

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

100

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING SERVICES

UCEAP Transcript Title

ADVER SERVICES

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Client / agency relationship. Service as an advertising activity and its relations with other areas of the agency. Application of marketing principles in evaluating markets. Communication strategies. Campaign presentation techniques.

Language(s) of Instruction

English

Host Institution Course Number

COM 1672

Host Institution Course Title

ATENDIMENTO PUBLICITÁRIO

Host Institution Campus

PUC-Rio

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

Departamento de Comunicação Social

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