COURSE DETAIL

ADVERTISING MANAGEMENT
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title ADVERTISING MANAGEMENT
UCEAP Transcript Title ADVERTISING MGMT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This is a practical advertising course covering the advertising theories and applications from both an agency's and an in-house marketing perspective. Topics include ethical issues in advertising, consumer audience, account planning and research, creative and message strategies, media planning, and design and production elements of print and TV advertisement. Real-world advertising strategies, techniques, and examples are applied and demonstrated throughout the course.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3511

Host Institution Course Title
ADVERTISING MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2022-2023

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