

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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