

# COURSE DETAIL

## ADVERTISING

**Country**

United Kingdom - England

**Host Institution**

University of London, Queen Mary

**Program(s)**

University of London, Queen Mary

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

122

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

ADVERTISING

**UCEAP Transcript Title**

ADVERTISING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This class explores advertising as an evolving category of social communication within a convergent media landscape. It takes a strategic managerial perspective to generate insight into the development of advertising and the roles and processes so entailed. Students consider the consumer perspective in the light of advertising's role as a vehicle for cultural meaning. They also look at media consumption issues given the rapid growth in expenditure on digital (especially mobile) advertising communication. The course takes a multidisciplinary approach drawing on sociocultural, psychological, and anthropological perspectives.

### Language(s) of Instruction

English

### Host Institution Course Number

BUS213

### Host Institution Course Title

ADVERTISING

### Host Institution Campus

Queen Mary

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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