

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 Course Details

<http://www.qmul.ac.uk/modules/>

Host Institution Campus

Queen Mary

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2021-2022

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