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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