

COURSE DETAIL

ADVERTISING: THEORIES AND PRACTICE

Country

United Kingdom - Scotland

Host Institution

University of Edinburgh

Program(s)

University of Edinburgh

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING: THEORIES AND PRACTICE

UCEAP Transcript Title

ADVERTISING

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

The course is divided into four sections: advertising in context, advertising planning, models of advertising effectiveness, and social/cultural effects of advertising. It seeks to relate theories or issues to examples of advertising where possible, and draws on practitioner as well as academic literature in relating theory to practice. Video material is used, providing insights into the development of particular campaigns as well as different perspectives on issue such as stereotyping and the communication of values in advertising. Practitioner input into the course is also intended to relate theory to practice.

Language(s) of Instruction

English

Host Institution Course Number

BUST10014

Host Institution Course Title

ADVERTISING: THEORIES AND PRACTICE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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