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 Course Details
https://www.ed.ac.uk/global/study-abroad/course/index.php?submitted=yes&showadv...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2021-2022

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