

# 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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