

COURSE DETAIL

INTRODUCTION TO ADVERTISING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

15

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO ADVERTISING

UCEAP Transcript Title

INTRO ADVERTISING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course examines topics in advertising. It studies basic modern concepts/ideas, theoretical models, empirical instruments and data sources in advertising and introduces the place of advertising in business, branding, and society. The course helps students to understand and be able to apply principles for aesthetic, rhetorical, ethical, and cultural critique of advertising products and practices.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130207

Host Institution Course Title

INTRODUCTION TO ADVERTISING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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