

# 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

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