

## COURSE DETAIL

### VENUS ON SCREEN

**Country**

Spain

**Host Institution**

Pompeu Fabra University

**Program(s)**

21st Century Barcelona

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

109

**UCEAP Course Suffix****UCEAP Official Title**

VENUS ON SCREEN

**UCEAP Transcript Title**

VENUS ON SCREEN

**UCEAP Quarter Units**

1.50

**UCEAP Semester Units**

1.00

## Course Description

This course explores the influence of advertising discourse and the effects these messages have on society. Topics include: advertising language, audience and impact of advertising strategies, memory, persuasion, attitudes towards advertising, and advertising campaigns in audiovisual format.

## Language(s) of Instruction

English

## Host Institution Course Number

59061

## Host Institution Course Title

VENUS ON SCREEN

## Host Institution Campus

Ciutadella Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

UPF Education Abroad Program

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