

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 THE SCREEN

Host Institution Campus

Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

UPF Education Abroad Program

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