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 Course Details

Host Institution Campus
Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
UPF Education Abroad Program

Course Last Reviewed

Print