

# COURSE DETAIL

## ADVERTISING, MEDIA AND SOCIETY

**Country**

Australia

**Host Institution**

University of Melbourne

**Program(s)**

University of Melbourne

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Sociology Film & Media Studies

**UCEAP Course Number**

127

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

ADVERTISING, MEDIA AND SOCIETY

**UCEAP Transcript Title**

ADVERTNG MDIA & SOC

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines advertising in the changing media environment. It covers the rise of consumerism and materialism, the current advertising industry, advertising and consumer wellbeing, and persuasion through covert and data-driven advertising. It will also address the implications of advertising practices on critical groups such as children and youth and discuss ethics and regulations. This course does not focus on how to create advertisements or develop communications campaigns. Instead, it concentrates on how advertising is placed in a larger economic, regulatory, and social context, with an aim to provide an important foundation for practice.

### Language(s) of Instruction

English

### Host Institution Course Number

MECM20015

### Host Institution Course Title

ADVERTISING, MEDIA AND SOCIETY

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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