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 Course Details
https://handbook.unimelb.edu.au/2023/subjects/mecm20015

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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