

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

[Print](#)