

COURSE DETAIL

ADVERTISING AND COMMUNICATION

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

108

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING AND COMMUNICATION

UCEAP Transcript Title

ADVERTISING & COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is a study of the aesthetics and social aspects of the business of advertising, with particular focus paid to television ads. Topics of study include: the general characteristics of advertising; advertising in the digital environment; the characteristics of television advertising, including number of channels, audience fragmentation, and saturation; the advertising agency as a company; the most awarded campaigns; and the future of advertising.

Language(s) of Instruction

Host Institution Course Number

13658

Host Institution Course Title

COMUNICACIÓN PUBLICITARIA

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=211&asig=13658&idioma=2>

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

Host Institution Degree

Host Institution Department

Periodismo y Comunicación Audiovisual

Course Last Reviewed

2022-2023

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