

# 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 Campus

Getafe

### Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

### Host Institution Degree

### Host Institution Department

Periodismo y Comunicación Audiovisual

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