

COURSE DETAIL

ADVERTISING

Country

Japan

Host Institution

Waseda University

Program(s)

Waseda University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

111

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING

UCEAP Transcript Title

ADVERTISING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course is designed to provide students with a comprehensive introduction to the entire integrated marketing communication process, covering a variety of elements in integrated marketing communication and other marketing components. The course instructs on how advertising relates to marketing and the specifics of research, setting objectives, strategy, positioning, creative, media, promotions, public relations, and campaigns. Upon completion of the course, one will have a better general understanding of the development of the advertising industry; how it works today, and debate about its roles in society.

Language(s) of Instruction

English

Host Institution Course Number

MDAX257L

Host Institution Course Title

ADVERTISING

Host Institution Campus

Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department

SILS

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