# COURSE DETAIL

| ADVERTISING |
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| **Country**<br>Japan |
| **Host Institution**<br>Waseda University |
| **Program(s)**<br>Waseda University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Communication Business Administration |
| **UCEAP Course Number**<br>111 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>ADVERTISING |
| **UCEAP Transcript Title**<br>ADVERTISING |
| **UCEAP Quarter Units**<br>3.00 |
| **UCEAP Semester Units**<br>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**
PRINCIPLES OF ADVERTISING

**Host Institution Course Details**
https://www.wsl.waseda.jp/syllabus/JAA104.php?pKey=210EB34300512024210EB3430021...

**Host Institution Campus**
Waseda University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
SILS

**Course Last Reviewed**
2024-2025

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