

COM 8321: Critical Studies in Advert.

Students examine the reciprocal relationship between culture and commerce in understanding advertising. Students examine the socio-cultural, ontological, economic, historical, and philosophical perspectives relevant for understanding advertising as cultural expression. Through historical and contemporary examples, students explore the social significance of advertising practices and products.

Credits: 3.0

Prerequisites:

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

Program: [Communication](#)