

BUS-115 : History of Advertising

This course is a study of advertising, its roles in business, and its impacts on society, including such topics as the development of the middle class and the rise of mass consumption; lifestyle changes; changing gender roles in the family, workplace, and society as a whole; consumerism; government regulation of business; and ethical concerns about business practices. Focusing largely, but not exclusively, on advertising in the American experience, this course will explore advertising from multidisciplinary perspectives to produce a broad-based understanding of how advertising has had an impact on, and been impacted by, business, not-for-profit and public causes, societal values, politics, and other aspects of everyday life.

Credits 3

Term Offered

May Term

Session Cycle

M