

COURSE NAME: HISTORY OF ADVERTISING

UFV CODE: 1371 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: HUM1371 **YEAR:** 3

REQUIREMENTS: None

OBJECTIVES: To bring the evolution of advertising to the future advertising professionals.

To recognize the growing impact of advertising in the social and economic life.

To

know the different advertising forms of expression throughout its history

COURSE DESCRIPTION: The precursors of Advertising. The birth of Advertising.

Advertising in the 19th century. The first advertisers. The 20th century, the century of

advertising. Television and advertising. Advertising in the current society. New media.

Advertising and its relation with the new technologies

METHODOLOGY: Lectures to be supplemented by practical sessions with texts, recordings

or advertising images of different periods, in order to facilitate the understanding of the historic evolution of the means, techniques and tools used by advertising

EVALUATION: There will be a mandatory final exam. The students may hand in voluntary

assignments that will, if the final exam is passed, raise the final grade by up to 20%

PROFESSOR: Javier Cervera Gil **LANGUAGE:** Spanish