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Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
4 January - 8 January	Lecture	Lecture 1 (Monday): The sociological origins of advertising and the rise of consumer culture. Seminar 1: Please refer to Moodle. Lecture 2 (Thursday): The evolution of early advertising. Seminar 2: Please refer to Moodle.
11 January - 15 January	Lecture	Lecture 3 (Monday): Key advertising theories. Seminar 3: Please refer to Moodle. Lecture 4 (Thursday): The sources and uses of power in advertising. Seminar 4: Please refer to Moodle.
18 January - 22 January	Lecture	Lecture 5 (Monday): Key sociological and psychological advertising tools and the cultural context of advertising: semiotics, mythology, metaphor, and narrative. Seminar 5: Please refer to Moodle. Lecture 6 (Thursday): Different types of advertising messages and the advertising campaign. Seminar 6: Please refer to Moodle.
25 January - 29 January	Lecture	Lecture 7 (Monday): The attention economy and digital advertising. Seminar 7: Please refer to Moodle. Lecture 8 (Thursday): Social media and advertising theory. Seminar 8: Please refer to Moodle.

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