



ORIGINAL COURSE IMPLEMENTATION DATE:

January 1991

REVISED COURSE IMPLEMENTATION DATE:

September 2024

COURSE TO BE REVIEWED (six years after UEC approval):

November 2029

Course outline form version: 06/18/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MACS 215		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Advertising as Social Communication Course Short Title: Advertising as Social Comm															
Faculty: Faculty of Social Sciences		Department: School of Culture, Media, and Society													
Calendar Description: Explores the significance of advertising as a system of social communication, considering issues such as consumerism, identity construction, and social values. While the course is grounded in critical theories, it may also include creative and practical opportunities for students to demonstrate their knowledge.															
Prerequisites (or NONE):		None. Note: As of January 2025, prerequisites will change to 15 university-level credits.													
Corequisites (if applicable, or NONE):		None													
Pre/corequisites (if applicable, or NONE):															
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No Grading System: Letter Grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every semester Maximum enrolment (for information only): 36													
Typical Structure of Instructional Hours <table border="1"><tr><td>Lecture/seminar</td><td>45</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td>Total hours</td><td>45</td></tr></table>		Lecture/seminar	45									Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	45														
Total hours	45														
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: October 2023													
Faculty Council approval		Date of meeting: October 13, 2023													
Undergraduate Education Committee (UEC) approval		Date of meeting: November 25, 2023													

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Outline the historical and theoretical foundations of advertising.
2. Critically assess the implications of the intersections between gender, race, class, and other social categories in advertising.
3. Assess how advertising exploits Indigenous arts and crafts and reinforces stereotypes about them.
4. Deconstruct advertising texts, images, and narratives to identify meanings, ideologies, and persuasive techniques.
5. Discuss the role that advertising plays in constructing reality in contemporary market-industrial cultures.
6. Describe models for criticizing and justifying advertising's prominent position in society.
7. Assess advertising's relationship to corporate and government institutions and markets.
8. Discuss how form and content in advertising combine to attract and influence audiences.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Assignments:	30%	Project:	20%	%
Quizzes/tests:	30%	Final exam:	20%	%

Details: Assignments may include creative projects that require the use of audio and/or video editing equipment.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or description	Title and publication/access details	Year
1. Textbook	Holm, N	Advertising and Consumer Society: A Critical Introduction. 2nd ed.	2023
2.			
3.			
4.			
5.			

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

Access to video equipment or a smart phone capable of recording video.

Course Content and Topics

- History of advertising
- Analyzing advertisements
- Advertising, capitalism, and ideology
- Commodities, commodity fetishism, and the commodification of culture
- The audience and audience research
- Role of the advertising agency
- Art and advertising
- Gender and advertising
- Race and advertising
- Indigeneity and advertising
- Children and advertising
- Advertising and political and regulatory concerns
- Digital advertising and data mining
- Global advertising