

Art History Courses

ARTH 508 - The Hist of Adv & Consumerism

Hours: 3

History of Advertising and Consumerism - Three semester hours. This course is designed to give a broad overview of the nature of a consumerist society and how it drives and is driven by advertising. Lectures will explore the types and causes of consumerism, commodities consumed by the public, and the promise of the "good life." Advertising's impact will be discussed from the aspect of target markets and positioning of goods and services, and the pros and cons of consumerism.