



Elective (Open)-

MCJ-18003OE: ADVERTISING AND CULTURE

Unit-I

Contemporary Advertising
Social and Ethical Issues in Advertising
Advertising and Popular Culture

Unit-II

Global Culture and Advertising
Consumer Behaviour
Gendered Advertising and Culture

3rd semester

MCJ-18003OE: ADVERTISING AND CULTURE

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)