

Advertising and Society:

From Ancient Greece to the Super Bowl

22MKTG 201

Autumn: 22MKTG201 001 Advertising and Society
OLD CHEM 525 on TH 2pm - 3:15pm

Spring: 22MKTG 201 001 Advertising and Society
LINDNER CENTER 450 on MWF 9am - 9:50am

Why do we like watching Super Bowl ads?

Does society have a distorted image of the perfect body?

&

Does sex sell?

Throughout history, Advertising has reflected and shaped our society.

Advertising and Society will explore society's norms, values, attitudes and beliefs.

We will discuss the ways that the diverse personal, interpersonal, and societal forces that shape people's lives also reflect and shape the world of advertising.

For more information, contact **Ric Sweeney** at ric.sweeney@uc.edu or visit business.uc.edu/marketing

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