Special Spring Course

COMM 4995: Food Marketing to Children

MWF 1:25-2:15 PM

Theories and findings of communication research on food and beverage marketing. Topics include: concerns about food marketing; food advertising effects on children; strategies and techniques of food companies; research implications on food policy; reaching youth via social media, race and ethnicity in food marketing, legal aspects, ethics in marketing to children. Students will apply communication and marketing theories to analyze and critique past approaches and identify new ways to improve food marketing environment. Prerequisite: COMM 1000.