

LM131 Creative Industries and Promotional Cultures

View Online



This module equips students with an understanding of contemporary promotional culture and the cultural and creative industries (i.e. public relations, advertising, marketing and branding), in both historical and organisational terms.

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Sarah Banet-Weiser. Branding the post-feminist self: girls' video production and YouTube. in *Mediated girlhoods: new explorations of girls' media culture* (ed. Mary Celeste Kearney) (Peter Lang, 2011).

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