



Course Title: Targeted Marketing: How the Tobacco Industry Exacerbated Health Inequities

Course Instructor: Dr. Jessica Liu

Course Description:

This course will discuss the impact of the tobacco industry on targeted marketing to vulnerable groups. We will go over the history of how the tobacco industry targeted youth and African Americans when advertising combustible cigarettes. We will also look at some more current e-cigarette advertisements and discuss the targeting present in those ads. Students will then be split into small groups and given one recent real world advertisement to discuss as a small group, and then they will report back to the larger group on what elements of “targeted marketing” they saw in the advertisement.