

Course Schedule - Fall 2004

Advertising

550 ***Foundations of Advertising*** Credit: 4 hours.

(ADV 450) Evaluation of key periods, events, and individuals having significant impact on the evolution of American advertising philosophy, structure, and performance. Prerequisite: Consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
29768	lecture- discussion	A	01:00 PM - 02:50 PM	W	room 215 Gregory Hall	Scott, L