

Course Schedule - Fall 2006

Advertising

481 Advertising Research Methods Credit: 3 hours.

Overview of basic concepts of research methodology with particular emphasis on advertising research. Computer analysis and interpretation of actual data sets; measurement with both structured and unstructured techniques; principles of survey and experimental design. Prerequisite: ADV 300; and a specified course in statistical methods. 3 undergraduate hours. No graduate credit.

Students must register for one discussion and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
36403	discussion-recitation	AD1	05:00 PM - 05:50 PM	M	room 3 Gregory Hall	Vargas, P; Gerhardstein, J
36408	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 3 Gregory Hall	Vargas, P; Shapiro, E
36411	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 3 Gregory Hall	Vargas, P; Shapiro, E
36414	discussion-recitation	AD6	05:00 PM - 05:50 PM	T	room 3 Gregory Hall	Vargas, P; Shapiro, E
36416	discussion-recitation	AD7	04:00 PM - 04:50 PM	T	room 3 Gregory Hall	Vargas, P; Gerhardstein, J
36401	lecture	AL1	03:45 PM - 04:50 PM	MW	room 192 Lincoln Hall	Vargas, P
36401: Note: This section is open only to College of Communications majors, pre-majors and Agricultural Communications majors.						