

# Course Schedule - Fall 2006

## Advertising

582 **Res Meth in Adv and Comm** Credit: 4 hours.

Treatment of basic research concepts and procedures in the social sciences with emphasis on advertising and communications; examines both non-quantitative and quantitative methods. Prerequisite: ADV 481, a basic course in statistical methods, and consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
46662	lecture	D	10:00 AM - 11:50 AM	W	room 336 Gregory Hall	Cook, D
46662: Note: This course is open only to graduate students in the Advertising major.						