

Course Schedule - Spring 2006

Advertising

494 ***Persuasion Consumer Response*** Credit: 3 hours.

Addresses what makes a mass-mediated message persuasive by reviewing theories of mass communication and persuasion, consumer information-processing, and advertising effectiveness measures. Prerequisite: ADV 481. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
30746	lecture-discussion	A	11:00 AM - 12:20 PM	TR	room 335 Mechanical Engineering Bldg	Giardina, M