

# Course Schedule - Spring 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
30749	lecture-discussion	A	10:00 AM - 11:50 AM	W	room 140 Lincoln Hall	Cook, D