

Course Schedule - Spring 2006

Advertising

584 **Advertising Consumer Behavior** Credit: 4 hours.

Examines consumer behavior as a means of shaping the communications message; use of the behavioral sciences in communication strategy. Prerequisite: Consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
30754	lecture-discussion	A	03:00 PM - 04:50 PM	W	room 336 Gregory Hall	Sloane, R