

Course Schedule - Spring 2007

Advertising

587 **Graduate Seminar** Credit: 2 hours.

Provides advertising students and faculty the opportunity to interact on current topics. Must be repeated by master's program graduate students for a total of 4 hours. Prerequisite: Consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
39510	lecture-discussion	A	03:00 PM - 04:50 PM	T	room 123 Gregory Hall	Mincyte, D
39510: Note: This course is open only to graduate students. Topic: "New Directions in Advertising: Green Consumerism?" This course examines environmentally conscious and health oriented consumption. Students will learn about motivations and philosophies behind fast growing organic food and health product markets and environmental communication strategies implied in promoting green products.						