MKT6335 - Advertising Research

MKT 6335 Advertising Research (3 semester credit hours) An introduction to advertising research designs and procedures. Topics include the acquisition, evaluation, and analysis of information needed for informed advertising decision making and planning. Also covered are methods used in developmental advertising research, pretesting advertising messages, post campaign (tracking studies) testing, concept testing, surveys, focus groups, attitude change studies and sources of secondary data. Prerequisite: MKT 6301 or instructor consent required. (3-0) T (2016-03-17 11:24:24)