

ATCM4381 - Message Effects Research Design

[ATCM 4381](#) Message Effects Research Design (3 semester credit hours) This class explores current research, theory, and statistical methods in assessing the impacts of messages that are designed to have persuasive effects. Research from mass communication, interpersonal communication, social psychology, political science, journalism, and advertising will be considered. Prerequisite: [ATCM 3380](#). (3-0) T