

COM 3356: Media Audiences

Introduction to the study, measurement and analysis of media audiences, merging theoretical approaches with applied methods for understanding user behavior.

Credits: 3.0

Prerequisites:

COM 2200

COM 2240

COM 2280

COM 2300

COM 2340

COM 2400

COM 2440

COM 2200 or COM 2240 or COM 2280 or COM 2300 or COM 2340 or COM 2400 or COM 2440

Program: [Communication](#)