

PR5521 Advanced Research Methods in Advertising and PR

Required reading

- Easterby-Smith, M., Jaspersen, L. J., Thorpe, R., & Valizade, D. (2021). Management and business research, 7th Edition: Sage.
- Additional readings may be distributed ahead of the seminars (more information at the start of the course).

Note that the course literature can be changed up to two months before the start of the course.