

SCIENCE SEMINAR

FRIDAY, OCTOBER 30
KNOTT HALL B01
3PM

QUANTITATIVE REASONING APPLIED TO MODERN ADVERTISING

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QUANTITATIVE REASONING METHODS THAT SCIENTISTS ROUTINELY EMPLOY CAN EXPOSE DECEPTIVE ADVERTISING PRACTICES. THE PRESENTATION WILL SHOW HOW MARKETERS USE NUMBERS TO MISLEAD CONSUMERS. CONSUMERS FROM ALL ECONOMIC BACKGROUNDS CAN BENEFIT BY LEARNING SOME BASIC TOOLS FROM QUANTITATIVE ANALYSIS.

REFRESHMENTS WILL BE SERVED