Directions to the Marketing Behavioral Labs

Fourth Floor Lab (BB 4.03.26)

Please be there on time. *If you arrive late, you will not be permitted to participate.* The directions to BB.4.03.26 are as follows:

1) Go to the Business Building.
2) Take the elevator to the 4th floor and step out into the main hallway.
3) At one end of the main hallway, you'll find the Dean's office.
4) With the Dean's office on your left (and the restrooms at your back), walk straight ahead.
5) After you walk a few steps into the long corridor, take a right turn.
6) Walk about halfway down the hall, and you'll find BB 4.03.26 on your right.

Third Floor Lab (inside BB 3.02.14)

Please be there on time. If you arrive late, you will not be permitted to participate. The directions to BB.3.02.14 are as follows:

1) Go to the west entrance of the Business Building, which is just across from the Humanities and Social Sciences building. At this entrance, you will be on the second floor near the largest lecture halls in the business building.
2) In front of you is the only large, open staircase in the Business Building. Take that up to the third floor.
3) At the top of the stairs, turn down and enter the corridor to the left (with the restrooms on your right).
4) This is a short corridor, and at the end of it you will see a large computer classroom (room 3.02.06).
5) Turn right in the hallway and the room in which the lab is located is the second door on your left (3.02.14).
6) You must open the outer door of 3.02.14 to find our lab. The lab is located just to the right inside the main doors of 3.02.14.