Minnesota State University Moorhead

COMM 365: Media Planning

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to develop an understanding of the principles involved in the selection of media; proficiency in the evaluation of syndicated media research; proficiency in planning the strategic use of media placements; proficiency in the estimation of media costs; proficiency in the execution of media buys at the local and national levels; and proficiency in the development of a media schedule.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Lectures and exercises on how to manage a clients budget for purchasing advertising in media markets.

D. LEARNING OUTCOMES (General)

1. Students will develop an understanding of the principles involved in the selection of media.
2. Students will gain proficiency in the evaluation of syndicated media research and proficiency in planning the strategic use of media placements.
3. Students will gain proficiency in the estimation of media costs.
4. Students will gain proficiency in the execution of media buys at the local and national levels.
5. Students will gain proficiency in the development of a media schedule.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted