Minnesota State University Moorhead

COMM 351: Messaging for Mobile Media

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A course designed to teach the principles, processes, and techniques of communicating through the use of mobile media platforms. The learning outcomes of this course include: 1) develop an awareness and understanding of mobile media platforms; 2) develop an awareness and understanding of the various messaging strategies and tactics available for mobile media users; 3) develop proficiency in the construction of mobile media messaging; 4) develop proficiency in the adaptation of the mobile message for evolving mobile media platforms; and 5) develop proficiency in evaluating the effectiveness of the mobile message using industry-based messaging standards.

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

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop an awareness and understanding of mobile media platforms.
2. Develop an awareness and understanding of the various messaging strategies and tactics available for mobile media users.
3. Develop proficiency in evaluating the effectiveness of the mobile message using industry-based messaging standards.
4. Develop proficiency in the adaptation of the mobile message for evolving mobile media platforms.
5. Develop proficiency in the construction of mobile media messaging.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted