

# Minnesota State University Moorhead

## COMM 379: Ad Agency Practicum

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Flypaper Creative Services is a student-run ad agency centered in FR 256. The agency interacts with actual clients, mostly nonprofits or start-up companies, and produces materials like posters, brochures, advertisements, television and radio commercials, web sites and/or marketing plans. Participants in the agency serve as account managers, copywriters or designers. Participation in this class is by special permit only, granted to those who demonstrate competence in the areas of design, copywriting and account management. Participants receive three credits per semester and are encouraged to participate for more than one semester.

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

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Work with clients to produce materials
2. Work with a creative team to strategize and complete materials for clients
3. Understand the functions of copywriters, designers and account managers
4. Be accountable for time spent by using a time sheet
5. Time management
6. Quality assurance
7. Interact with actual clients, mostly nonprofits or start up companies, and produces materials like posters, brochures, advertisements, television and radio commercials, web sites and/or marketing plans
8. Participants in the agency serve as account managers, copywriters or designers

### D. LEARNING OUTCOMES (General)

1. Use the skills gained from classwork to produce materials for actual clients.
2. Understand the work model of ad agencies.
3. Understand the functions of the copywriter, designer and account manager positions.
4. Gain experience producing a variety of advertising materials.
5. Work within a group to produce materials.
6. Students gain experience in producing advertising for a real-world, paying client.

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted