

Minnesota State University Moorhead

COMM 460: Advertising Campaign Execution

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 achieve the following learning outcomes: proficiency in the design and production of a strategic campaign document using the AAF topic that includes a situation analysis, a market plan, a media plan, a promotions plan, a public relations plan, an advertising plan, a budget, a campaign schedule and a plan of evaluation, oral presentation of the campaign at the annual AAF competition. Membership in AAF is required.

B. COURSE EFFECTIVE DATES: 09/09/2014 - 02/01/2020

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted