

Minnesota State University Moorhead

COMM 470: Public Relations Campaign Research

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: an ability to construct a research plan; proficiency in conducting primary and secondary research using selective research methodologies drawn from content analysis, historical-critical analysis, survey, in-depth interview and focus groups. The PRSSA campaign topic is used and student membership in PRSSA is required.

B. COURSE EFFECTIVE DATES: 09/09/2014 - 05/15/2020

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